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THE PHILIP MORRIS FAMILY SURVEY

A SURVEY OF THE STATUS OF THE AMERICAN FAMILY, WITH SPECIAL EMPHASIS ON THE STATE OF CHILD-REARING

Prepared for
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A WORD ABOUT THIS STUDY

The American family has become the center of probably more attention and discussion in the 1980s than nearly any other national institution. The reasons for this major focus appear to stem from two quite opposite conditions. One is the widespread sense that the family has been severely weakened in the U.S. in the latter part of the twentieth century, with divorce on the rise, broken homes more evident, single heads of household now a common occurrence, and child abuse and neglect seemingly spreading. The other is the view that the salvation for the country lies in a return to family as the center of values, of societal concentration, and a regeneration of national morality.

Thus, the 1980s have been visited more than other decades by extensive rhetoric and dialogue which heavily invokes the name of family both to describe what is wrong and what should be right with the country. Politicians, preachers, pundits, and polemiscists all often have made "The Family" the centerpiece of either the cause of trouble or the place where remedies will be found.

This study deals less with the rhetoric that has surrounded the family and concentrates far more on the reality of the American family as it is perceived, experienced, and idealized in the minds of those adults who make up the family unit. Mainly, of course, this means parents. In turn, the central thrust of this first Philip Morris Family Survey has documented the hopes and aspirations of parents in a vastly changing world, in which a majority of young mothers now work and a majority of the young have had to assume roles quite different from those of other generations -- all in an environment wrought with considerable stress and worry over school pressures and performance, drug and alcohol problems, and continuing parental expectations for high fulfillment.

In all, during February and March of 1987, a cross-section of 3001 family members were surveyed in depth by telephone by the executive interviewing staff of the Harris organization. This sample was carefully screened to consist of those 18 years of age and older, on the one hand, and those who are part of a family unit of "two or more who are living together, related by blood, by marriage, or adoption, or living together as a couple," a late twentieth century definition of the nuclear family. A technical appendix on the precise way in which the sample was drawn is included in the back of this report.

In the course of designing this Philip Morris Family Survey, many questions have been asked of family members that by and large have been taken for granted throughout the long history of research on the American family. For example, the Survey asks about those most memorable moments in the raising of children ranging from "the first step taken to walk as a baby" to "getting into a good school or college;" from "the first words spoken" to "discovering God and deep religious meaning;" from "the first day of school" to "getting married to a fine boy or girl."

In addition, the entire institution of the family is asked about in a way that asks what people would "miss most if they did not have a family." And "what about family life means most -- things that make it all worth while, worth the troubles and the tensions, the pains and the struggles?" The study also documents in detail just what the real hopes and aspirations people in a post-industrial era have for their kids.

Nor does the study avoid the downside problems that beset the family today including the problems of children "dropping out of schools," "making the wrong kind of friends," "learning to avoid pregnancy," "using illicit drugs," "using alcoholic beverages," "sexual promiscuity," "development of children as individuals," "competition between exposure to television and study habits," "finding inspirational teachers," "learning how to concentrate," "learning to think for oneself," and "excessive competition for grades." These problem areas are examined side by side with the hopes and aspirations. In the process, the major gaps of fulfillment emerge for parents in America in the final decades of the century.

The Philip Morris Family Survey also establishes benchmark readings on the degree of satisfaction family members have with their ability to "establish the kind of life they want," "their purchasing power," "the economic outlook for their family," "having the kind of home they want," "the time they spend with family and close friends," "the kind of world their children will inherit," "the satisfaction they get from their job," "having a circle of friends and family they feel comfortable with," "the balance they achieve between work and leisure," "the time available to complete chores" and also those pleasurable activities they aspire to, in addition to "the quality of their relationship with their spouses," "the quality of their relationship with their children," "how work is shared around the house," "how family finances are managed," "the way interests of each family member are respected by others," "the way people rally behind other family members in a crisis," and "the extent to which pleasures in family life outweigh troubles."

Taken together, this study is a probing portrait of the American family as the decade of the 1990s and the next century hove into view. In many ways, it is a portrait of many different American families, as they break down into key types: those traditional families where the father works but the mother stays at home to take care of children and home; the new majority where both parents work and the children are alone more than any time in the past; those families with single heads of households, mainly women; those families which are the product of new marriages after divorces; those families where parents are separated or now each have their own families. Each of these types has distinct and different stories to tell. They are all reported on and compared in this first Philip Morris Family Survey.

EXECUTIVE SUMMARY

An Overall Assessment of the American Family in 1987

The Basic Set of Family Life in America

Most American families report that those key elements that make or break families are working well and are in abundance as far as they are concerned. These include the quality of relations with spouses and children, having good and close circles of friends and relatives, the way family members rally behind each other in crises, the way the interests of each family member are respected by others, how family finances are handled, the dominance of pleasures outweighing troubles, the amount of time available to spend with family and friends, the satisfaction they get from their job, how the work is shared around the house, and the balance in their lives between work and leisure. Roughly 8 in 10 or more of all families report being satisfied with all of these key dimensions.

The fact that overwhelming majorities report satisfaction with these fundamentals of family life is both a tribute to the healthy state of family life in America, but also a recognition that if there is to be any sanity within the family, then these basic dimensions must be worked out reasonably well. Failure on any one of them can prove catastrophic to the very underpinnings family life.

Other Less Solid Sources of Family Satisfaction

On another roster of key underpinning elements that families rest on, there are critical minorities of 20% or better who report things not working out well. These pockets of discontent are important to note. Among these areas, which meet with majorities who report satisfaction, but also with minorities who do not, are: having the kind of home they want, having the time to spend doing things that are just plain chores, being able to establish a way of life they want, a satisfactory economic outlook, the number of hours they have to put in at work, having to worry about paying for essentials, making ends meet, their purchasing power, and the time available for pleasurable activities.

Almost without exception, most of these dimensions are heavily impacted by economic status. The results clearly show that the higher a family's income, the more satisfied its members are with these critical economic matters. What also emerges, however, is a clear picture of just which types of families are hurting: those headed by young people under 30 just starting out, blacks, Hispanics, unskilled blue collar families, white collar families, those with children 18 and under, households headed by single women with children at home, those who are divorced, live-in families, low income families, those where spousal relations are strained, and where job dissatisfaction abounds. Some elements, however, do not cut along classic economic lines. One is the pressure of time to get chores done and to enjoy life -- both those who are less privileged and some at the other end of the spectrum, such as executives in business and the college educated -- turn up less happy on these key dimensions. The Baby Boom generation is especially beset with not having enough time to get chores done or for pleasurable activities. Most burdened by a lack of time are women. The key factor, however, is money. It doesn't necessarily buy family happiness, but it makes it a great deal more possible to find.

In three other less personal areas, American families express doubts: 47% are not satisfied with the political leadership of the country, 54% with the economic outlook for the country, and 55% with the kind of world their children will inherit. It is significant that most families have more confidence in their own economic outlook than that for the economy as a whole. This is a tribute to the strong survivor instinct of the human race. Indeed, compared with the 49-48% plurality who say that things are going badly for the country, a high 89-10% say things are going well for their families. Clearly, a central pivot to the stability and resilience of the American people is the institution of the family as it exists today.

A Profile of Key Prototype Nuclear Families

An inventory of those who make up families reveals that 76% consist of people who are now married, with 58% who have been married only once and 18% who were previously married. A total of 57% have children 18 years of age or under. Among those families with children, 39% have shared heads of household, 34% a male head, 11% a single female head, and 9% a female spouse as head, even though a male spouse is also at home. Far more secure and stable are those who are married. The divorced and separated and live-ins have lower incomes, are beset with stress and troubles, and are hurting badly. Families where both spouses work are now 45% of the total and are growing. These families are earning substantial incomes, but have yet to develop a lifestyle they feel is satisfactory. Families with kids 18 or under tend to be far more likely to be at or below the poverty line, have more divorced and separated parents in them, have less satisfactory job and housing conditions, and report more spousal troubles. Hurting worst of all, however, are women who are single heads of households. They are concentrated more among ethnic minorities, have lower paying jobs, and more broken homes.

It can be concluded that 3 in every four families are leading happy and even normal lives. But the other 1 in 4 constitutes a serious and critical minority crying out for help. The problem of the underprivileged family has become a major issue of concern in the last part of the twentieth century, a full 50 years after the Great Depression and during a time of one of the longest sustained prosperous eras in American history.

What It Means to Have a Family

If they didn't have their families, 71% of the American people say they would miss it "very much" and another 20% say "quite a lot." Big majorities report they would miss the close bonds of love between family members; the certainty that no matter what else happens, the family will be there; the pleasure of living out life with one's spouse; the fun experiences together as a family; watching the kids grow up; just having people to go home to; enduring the sorrows as well as the joys; and surviving serious crises together. Only 21% would miss the family spats and arguments a lot, although another 22% would miss them some. Clearly, human craving for close ties and mutual dependence obviously exists in nearly all people. The family provides both the vehicle for such bonds to be forged, and the conditions which allow such feelings to be nurtured and to be cherished.

One Way to Get It All Done: Sharing the Working Around the House

The day when men were the major breadwinners and women managed the household and the children is by now largely over. Men now share in work around the house that they never dreamed would happen. Overwhelmingly shared decisions are deciding where to go out for entertainment together, what major vacation trips to take, shopping for furniture and major household items, and how to decorate the house. Men have now actively joined in selecting fabrics, curtains, rugs; where furniture will be located; what paint colors will be used; and the entire gamut of decorating decisions.

In a number of other areas, the trend is toward more sharing between the sexes, but total sharing has not yet taken over: cleaning the house, which men think is shared, but women say they still do most of the work; deciding when meals will be served, more a shared decision today but still the woman's call; working in the yard or garden, moving toward a shared arrangement, but still more a man's than woman's province; shopping for food, moving toward a shared experience, but still done more by women than men; what food will be served at meals, again almost a shared decision but still more a woman's function; paying bills and keeping records, more shared than ever, but a burden still carried more by women; painting and other such chores around the house, getting more shared rapidly, but still more a male than female area; cooking, still a bit more a woman's than man's job, but soon will be a totally shared function. Predictably, in another generation, household chores will not be known as being primarily a woman's task, but instead will be unisex. The tip-off to that is what has happened on who decides where the money is spent: 69% say both spouses now decide and in homes where both work, another 16% say each decides about her or his income disposition.

The State of Parent-Children Relations

As a Parent: Any Second Thoughts?

Today's families think 2.5 children makes for an ideal situation, compared with a much higher 4.4 children they report their parents had. This 43% reported decline in aspirations for having children raises the serious question of how deep the strain now runs not to have children at all or under what conditions to have them.

Although a 3-2 majority agree that "a family really isn't a family without kids," a narrow plurality also adhere to the view that "a home without children can be equally fulfilling as one with children." In other words, in an ideal world, having children is great, but the compromises in personal freedom, pursuit of leisure-time activities, mobility, and desired lifestyle options may simply preclude that option. A solid 55% have serious reservations about the world their kids will inherit. No wonder one in every two spouses now question the wisdom of having children.

There is wide agreement that children should be had earlier in marriage to free up the parents at an age when they can enjoy life without children at home. But, by a decisive 2-1 margin, today's parents are convinced that working and having children is far more preferred than to have the woman stay at home to raise the kids. The widespread feeling is that with good day care centers, preschool classes, and housekeepers, both parents can work and raise the children well. Nonetheless, nearly 2 in every 3 mothers admit that "before I had children I did not realize how much I would have to give up in order to raise them as well as I would like to."

One of the consequences of this crunch on working parents is that better than 2 in every 3 families report having children who do household chores, have definite household responsibilities that are not make work, and who know how to prepare simple meals. However, parents draw the line on having older children look after the younger ones. Today's mothers and fathers argue that they compensate for spending less time with their children by getting much better help at home. They stoutly deny they turn their kids loose to be on their own more than they were.

Parental Aspirations for Their Kids: More I Cannot Wish You

Almost all parents are convinced that they have endowed their offspring with their own good looks, good character, and talents and skills. If these gifts were not enough, overwhelmingly they wish for their kids a happy, normal life; to be well-liked with a lot of friends; to be people any parent would be proud of; to grow up to make a lot of money; end up doing whatever they want to do; will value more nonmaterial than material things; will learn the basics and a tough discipline; will learn to walk the straight and narrow; will become God-fearing, strictly moral people; will have a choice of values to choose from; will learn to think for themselves; will have a strong sense of wanting to help others rather than make it big for themselves; will learn to care deeply about those who can't fend for themselves; will work to end discrimination against women and racial minorities; and will be free from too much stress and worry. For as many as one third of the parents, however, they would draw the line on their children having a lifestyle "much like their own." Those who do not want that are blacks, single female heads of households, low income families, live-ins, and those who are divorced or separated.

But a huge 86-10% majority say they expect their own children to go to college, obviously still the golden dream in America. What is more, half of these say they think they will need scarcely more than minimum financial help to send their offspring to higher education. And close to two-thirds think their children's schools will successfully prepare their children for college. It is apparent that most parents beget offspring whom the parents think are the spitting images of everything good in themselves and then wish them such heapings of blessing that success in untold measure will befall their children if even a fraction of parental aspirations are realized.

The Downside of Raising Children: Perils at the Gates

Just as parents are brimming over with positive hopes for their children, so, too, they are deeply concerned that their offspring will fall victim to a whole spate of threats that await them in the outside world. Over 7 in every 10 worry about their children and the use of illicit drugs, alcoholic beverages, the consequences of sexual promiscuity, how they can learn to avoid pregnancy, making the wrong kind of friends, not spending enough time studying, spending too much time watching television, and dropping out of school. All of these are the spectres of modern parenthood.

In addition, there is a whole roster of deep concerns that parents have about their children not getting to realize some upside advantages which might make a difference in how they might make out later on in life. Six in ten or higher worry about how their child will be treated as an individual, whether or not the child will find inspirational teachers, to learn to concentrate, learn how to think for themselves, and make close friends while growing up.

When asked to put all of these concerns into perspective, the fear of drugs is foremost, followed by alcohol problems, sexual promiscuity, finding inspirational teachers, making the wrong kind of friends, learning how to think for oneself, and learning how to avoid pregnancy. Obviously, underneath the glow that their child will both aspire to and achieve the highest levels of achievement, lingers the downright apprehension that that same child nowadays has to navigate through a veritable minefield of potential disaster. Strikingly, these worries are just as great among the most affluent as the most underprivileged parents. The downside risks are the great levelers in the raising of children. And parents are literally crying out for help in these areas.

Special Moments for Parents to Remember

For the first time, each parent was asked to identify those special moments in raising children which they will never forget.

In the earliest years of child-rearing, most important is the first step taken to walk by a baby, the first words spoken, the first day of school, and coming home with a good report card. All are graphic and indelible benchmarks in the struggle of every individual to grow into a functioning, thinking, learning, and competent human being. This is the process of civilization at work on an individualized basis. It carries into the teen years when demonstrating an ability to think for oneself, and getting into a good school or college are critical as tangible marks of the mental growth of a human being. Also important is discovering God and deep religious meaning. That is the story of mind over matter that distinguishes humankind from other living creatures. In the end, this is what having children means. It is embodied in the most personal way in the child, the natural and basic product of the union of two spouses, the act of forming a family and then working hard to make it work and to grow and to experience life fully. That is really what the memorable moments symbolize.

ANALYSIS

SECTION I: AN OVERALL ASSESSMENT OF THE AMERICAN FAMILY IN 1987

The Basic Set of Family Life in America

In this study, 24 key elements affecting the quality of family life were identified and tested. Some prove to be indispensable pillars upon which much of family life is based and are widely recognized as such. Others are sources of downright worry and concern for family life.

Highly Positive Contributors to Family Life

Here are those which come up particularly positive:

--- A substantial 89-7% majority report being satisfied with "the quality of the relationship" with their spouse or the person they live with. As might be expected, a much lower 58% of those who are divorced or separated report the same level of satisfaction with the spouse or person they live with.

--- Among those with children, a 93-6% majority report comparable satisfaction with the "quality of the relationship" they feel they have with their children.

--- An overwhelming 95-5% majority say they are satisfied with "having a circle of friends and family they feel comfortable with."

--- A substantial 86-13% majority report satisfaction with "the way people rally behind other family members in a crisis."

--- An almost identical 86-14% also say they are satisfied with "the way the interests of each family member are respected by others."

--- A substantial 86-14% also report being satisfied with "how family finances are handled." However, 33% of female single heads of households, 32%

of blacks, an equal percentage of divorced people, and 27% of those with 17 or 18 year olds living at home report being dissatisfied with the way family finances are being managed. A clue to these answers can be found in the fact that in those homes where people say their economic status is going badly, 36% say they are not pleased with the way finances are being handled. Undoubtedly, the absence of adequate money in the first place feeds a rather profound sense that something is wrong with the way family finances are being managed.

--- By 85-14%, another overwhelming majority is positive about the extent to which the "pleasures in family life outweigh the troubles." However, 26% of blacks, 29% of divorced people, 26% of those with job problems, and 50% of those with unsatisfactory spousal relations are not prepared to go along with this positive assessment of their family lives.

--- Yet another area of relatively high satisfaction is the 83-17% majority who is prepared to give a positive rating to "the time they have to spend with family and close friends."

--- A 83-17% majority among those who hold down jobs are positive about the satisfaction that "they get from their job."

--- Another 82-17% majority say they are satisfied with "how work is shared around the house." Notably different are those with spousal troubles, 49% of whom express dissatisfaction with the way it works in their home. Also upset at the lack of work-sharing around the house are divorced people, those who are female single heads of households, those who are negative about their economic status, and those who have children 12 years of age and over. Clearly, the absence of a spouse to share work with is sorely felt when work around the house is undertaken.

--- Finally, a 77-18% majority express satisfaction with "the balance in their lives between work and leisure." Less pleased on this dimension are females who are single heads of households, those with young children 5 years of age or under at home, people who are divorced, those with an unsatisfactory spousal relationship, those not satisfied with their jobs, and those reporting they are hurting economically.

> Observation: This roster of elements that give sustenance and support and satisfaction to family life is both significant and revealing. By and large, they deal with bedrock fundamental and critical dimensions of family life. They cover basic satisfaction with relationships between spouses or live-ins as well as with children, the ground rules of respect and live-and-let-live within the family, the net balance between "up" and "down" experiences, how fundamental matters as finances and the division of labor within the home are handled, and their own job satisfaction. The fact that overwhelming majorities report satisfaction with these fundamental conditions of family life is at one and the same time both a tribute to the healthy state of family life in America, but also a recognition on the part of family members that if there is to be any sanity within the family, then these basic dimensions must be worked out reasonably well. Failure on any one of them can prove catastrophic to the very underpinnings of family life.

Moderate Sources of Family Satisfaction

In politics, any majority beyond 55% is often viewed as a landslide and an overwhelming majority endorsement. However, in any assessment of family life in these latter years of the twentieth century, any area where 20% or more of all families express real dissatisfaction must be viewed as less than a glowing condition. By the same token, when majorities between 65 and 80% say they are satisfied, then it must be concluded that such areas are positive contributors to satisfaction with family life.

Here are those elements in family life where there are significant minorities who express unhappiness, but where the preponderance of family members is decisively on the positive side:

--- A substantial 78-21% majority of all families say they are satisfied with "having the kind of home they want." However, there are some notable exceptions, where the numbers unhappy with their living facilities rise much higher. For example, among young people 21-29 years of age, just settling into family life, a higher 33% express dissatisfaction, as do an identical number of blacks, 28% of Hispanics, 31% of those who hold down unskilled blue collar jobs, 37% of families headed by single women with children under 18 at home, 35% of those divorced or separated, 38% of live-ins, 45% of those with economic problems, and 39% who have low job satisfaction.

--- A 77-22% majority report being satisfied with "the time they have to spend doing things that are just plain chores." But the dissatisfaction about finding time to do the menial tasks rises much higher among residents of the East, young people 21-29 years of age, college graduates, blacks, women, live-ins, those with children 6-18 years of age, those who are divorced, female single heads of households, and those with strained spousal relations.

--- A 75-24% overall majority of all families in the country report being satisfied with "being able to establish the way of life they want." However, dissatisfaction rises among those families with children 6-11 years of age, of those with incomes below $15,000, households with a single female head, those who are divorced or separated, those unhappy with their employment status, people dissatisfied with the homes they live in, those with difficult spousal relationships, and most of those reporting real economic woes.

--- A 74-26% majority reports satisfaction with their "economic outlook," although it must be noted that 23% say they are "highly satisfied" and another 51% "somewhat satisfied." Although nationwide 26% overall say they are deeply worried about their own economic outlook, a higher 32% of those in the $15,000-$25,000 income group, and 36% of those with incomes of $7,500 or less feel that way, as do 35% of those single female heads of household families, 39% of those between a $7,500 and $15,000 income, 39% of blacks, 45% of those who are divorced or separated, 45% of those unhappy with their jobs, and 50% of those with unsatisfactory relations with their spouses.

--- A 72-26% majority of those who work express satisfaction with "the amount of hours they have to put in at work." Those more dissatisfied can be found among those 21-29 years of age, blacks, business executives, single female heads of households, those with children at home between 6 and 11 years of age, those who are divorced or separated, those dissatisfied with their jobs, and those with economic troubles.

--- By 73-26%, a clear majority of families also report satisfaction over "having to worry about paying for essentials." Higher dissatisfaction is evident among blacks (41%), Hispanics (32%), unskilled blue collar workers (34%), white collar workers (32%), single female heads of households (42%), those with kids between 6 and 11 years of age (33%), those with incomes between $15,000 and $25,000 (33%), those with incomes between $7,500 and $15,000 (38%), those divorced or separated (46%), and those with incomes of $7,500 or less (50%).

--- A 72-27% majority are satisfied with their families' ability "to make ends meet." More distressed on this basic economic dimension are those

21-29 years of age, blacks (42%), unskilled blue collar workers (36%), white collar workers (32%), single female heads of households (47%), those with children 18 or under at home (34%), those divorced or separated (48%), live-ins (39%), and those with incomes under $25,000 (38%).

--- A 71-28% majority are satisfied with their "purchasing power." Groups more dissatisfied with their purchasing power are blacks, single female heads of households, those with children at home 17 or 18 years of age, those with incomes under $25,000, live-ins, and those divorced or separated.

--- A 70-29% majority express satisfaction with "the time they have for pleasurable activities." Notable exceptions are families headed by young people under 30 (38%), baby boom families (37%), blacks (40%), business executives (37%), skilled blue collar workers (36%), white collar workers (34%), families with children at home 18 or under (40%), those in which both spouses work (34%), single female heads of household families (46%), and those who are divorced or separated (46%).

> Observation: Almost without exception, most of the dimensions in this second tier of elements dealing with family life are heavily impacted by economic status. Having the kind of home people want, being able to establish the way of life people want, the economic outlook for families, their level of purchasing power, how able they are to make ends meet, and the extent to which they have to worry about paying for essentials are direct matters of economic well-being. By and large, on these elements, the higher the income of a family, the less beset that family is with problems in these areas. What also emerges, however, is a clear picture of which types of families are hurting: those headed by young people under 30 just starting out, blacks, Hispanics, unskilled blue collar families, white collar families, those with children 18 or under, households headed by single women with children at home, those who are divorced, live-in families, low income families, those where spousal relations are bad, and where job dissatisfaction is high.

There are some other elements, however, which do not cut along classic economic lines, or the less well off suffering more and those more affluent being well satisfied. These deal with the pressures of time -- the amount of hours they have to put in at work, the time they have to tend to chores, and the time available for pleasurable activities. In these areas, the distressed and less privileged also complain that they are more dissatisfied. But then other types at the other end of the spectrum begin to turn up as less happy: executives in business, the college educated, and skilled blue collar labor.

Nonetheless, the major impact upon satisfaction in family life, without any doubt, is economic status. Economic deprivation provides the essential ingredient for unhappy families suffering from a plethora of miseries. Money doesn't necessarily buy family happiness, but it makes it a great deal more possible to find it.

Three Other Key Elements Coming to Bear on Satisfaction Among America's Families

In addition to the 21 dimensions tested that directly affect the degree to which people feel satisfaction with their family life, three broader societal issues were also asked about.

These produced results dramatically different from the rest:

--- When asked about "the political leadership of the country," by a narrow 50-47% margin do American families express satisfaction. Significantly, only 11% express high satisfaction, compared with 39% who say "somewhat satisfied." Most critical of political leadership are people 65 and over, blacks, Hispanics, blue collar workers, lower income people, and Democrats.

--- By 54-44%, a majority of the families express dissatisfaction with "the economic outlook for the country." Only 6% feel "highly satisfied" with the economic outlook, with 38% saying they are "somewhat satisfied." Most dissatisfied are the elderly, blacks, women, unskilled blue collar families, female single head of household families, those who are divorced or separated, lower income people, and Democrats. This group clearly parallels the patterns on the economic lot of the family, except that pessimism about the overall economy is much greater than that for individual families.

--- Finally, by 55-40%, a majority express dissatifaction with "the kind of world their children will inherit." The groups most unhappy are blacks, women, unskilled blue collar people, single female heads of households with children who are women, those divorced or separated, those who are remarried, those with incomes of less than $25,000, and Democrats.

> Observation: Although it is not an identical pattern, there is some similarity among the types of families who are most dissatisifed with their own lot and those who are most disenchanted with the overall economic outlook, the political leadership of the country, and the kind of world their children will inherit. Most alienated are the families hurting the most: blacks, single female heads of households, blue collar workers, those who are divorced or separated, those with children 18 or under, those with incomes of $25,000 or less.
>
> Important and significant minorities of families across the nation feel dissatisfied with their lot. To ignore these pockets and to conclude that all is well with family life would be far too starry-eyed an assessment. Just who the key nuclear families are and which ones are in distress is the subject of the next section of this report.
>
> (The irony, however, is that among all groups of families, they are more optimistic and more pleased with their own lot and their own prospects than with that for the economy or the nation. This is a phenomenon which has been observed before. Basically, the human race is made up of survivors whose instincts are to feel much more confidence in their own capacity to survive and to make it than in the leadership's or society's capability of sustaining or producing good times and a decent environment in which to raise children. Back in 1979, when President Carter strongly implied that the country had lost faith in itself, a Harris Survey then revealed that 81% of the people said they had not lost faith in themselves, but instead with the President.)

Nonetheless, despite this reservation, there is a dominant strain of optimism and a positive, even "up" feeling about family life that a sizable majority of family members themselves feel. This fact cannot be denied, nor should it be overlooked. For it means that there is much strength and resilience in the American family, despite the widespread rhetoric bemoaning the lowly and dismal state of family life in this country.

Striking, of course, is that most people are optimistic about their own families, where they have major if not dominant control, while they are far less sanguine about how things are going in the country, where they have far less direct impact. A substantial 89-10% majority report that things are going well for the family, compared with a 49-48% plurality of the same people who say things are going badly for the country. Viewed this way, it is no overstatement to conclude that the family is a stable underpinning and bedrock base for life to be endured in the United States in the latter part of the 1980s.

A Profile of Key Prototype Nuclear Families

An inventory of those who make up the families of the country, as defined in this study, reveals the following key facts:

--- A substantial 76% of family units consist of people who are now married. However, whereas 58% of the 76% have been married only once, another 18% of the 76% were previously married. Another 6% report they are divorced or separated, 6% are live-ins, and 12% are single. The single people are mainly in their late teens or early twenties who still live with their parents.

--- A total of 57% of all families have children of 18 or under living there, one in seven have an offspring of 5 and under, 19% have children 6-11 years old, 17% have 12-16 year olds, and 7% have children 17 and 18 years old.

--- Among those families with children 18 and under, 38% have shared heads of households (divided between spouses), 33% have a male head, 11% have a single female head, and 8% have a female spouse as head, although there is also a male spouse in the household.

These bare facts, however, hardly begin to tell the story. As is quickly evident upon even a casual probing, the status and lot of different types of families varies greatly:

--- Families Married for the First Time (58%): These families reflect the patterns and demographics for families as a whole. However, in 43% of such families, both spouses work, they tend to have younger children under 12, they are more affluent, they report that things are going well for them economically, are more satisfied with their jobs, more satisfied with their living accomodations, and are more pleased with their spousal relations than any other group. Obviously, those who have been married only once do better economically and have far more stability in their lives.

--- Families In Which At Least One Spouse Was Married Before (18%): These families tend to be concentrated in the baby boom age bracket(30-49), but are also found in the 50-64 age group as well. They tend to be less well educated than those who have been married only once, have more women (59%) than men (41%), are drawn more from the ranks of professionals and business executives than other marrieds, tend to have more shared heads of households in their ranks, their children are more likely to be between 6 and 16 years of age, they

are less affluent than other marrieds but tend to report their economic lot is going well, they are quite pleased with their home facilities, and have good spousal relations, although they have less job satisfaction than others. The fact that a previous marriage has failed has left its mark in less affluence and less job success. However, these insecurities are outweighed by the relief and pleasure at being married again.

--- The Divorced and Separated (6%): These families are concentrated far more in the cities, are dominantly in the baby boom generation (57%), tend to be those whose education did not go beyond a few years of college, are more apt to be black (20%) and Hispanic (8%), are overwhelmingly female (77%), are more likely to be found in business executive and white collar families, are less likely to be Catholics, have kids who are older (between 12 and 18), are suffering badly economically (71% with incomes of $25,000 or less), and are more dissatisfied by far with their living facilities, and obviously are more unhappy about spousal relations. Divorced and separated people tend to be happy about their jobs, however. Clearly, by any measure, those divorced or separated, who are mainly women, are hurting badly.

--- Live-ins (6%): These tend to be clustered in the cities, are heavily drawn from the under 30 age group (63%), tend to be less well educated, are found more among blacks and Hispanics than among whites, are more likely to be Catholics than among families generally, are more likely to be men (56%), are drawn more from the ranks of unskilled blue collar and white collar groups, both spouses work (67%), have an average number of kids 5 and under but far fewer older than that, a majority (53%) have incomes of $25,000 or less, but report doing well economically, have good job satisfaction, really like their live-in relationship, but dislike their living facilities more than others. These arrangements appear to be a phenomenon mainly among the young, perhaps a temporary arrangement to be followed by marriage at a later date. In effect, many are trial marriages.

--- Families Where Both Spouses Work (45%): Growing in numbers, these busy families are concentrated in the 21-49 age group, especially among the baby boom generation. They tend to be more likely to have only a high school education or a few years of college, are apt to be drawn more heavily from the black population, but are definitely more affluent than most other families, by dint of having both spouses at work. Yet, they are also likely to complain more about the jobs they havc and about the homes they live in. Making more money, they nonetheless do not feel that have the time to develop a lifestyle they feel is highly satisfactory. Still, their relative economic security carries them a long way.

--- Families with Children Under 18 (57%): Baby boomers are dominantly the parents of this generation -- 67% of them are in that age bracket. Parents also tend to be more black and hispanic than is generally the case (22% vs. 17%). Because of the number who are single head of household females, 55% of the parents of children 18 and under are women. Over 20% of the families with children are living in poverty. And higher numbers of parents are divorced or separated. More often than not these days, the offspring of the less privileged, children represent a distinctly less affluent and more deprived economic group. Higher numbers of families with children report less good economic conditions, job satisfaction, housing satisfaction, and more report spousal troubles.

--- Households with A Single Female Head (11%): These families tend to be located more in the cities, and are baby boomers (63%); 71% have not gone beyond a high school education, and 21% are blacks and 7% Hispanics. They are heavily concentrated in the unskilled blue collar and white collar occupational categories, 43% are at or below the poverty level, and feel their economic condition is worse than others, as is their housing, jobs, and spousal relationships. A substantial 43% are divorced or separated, with 22% reporting having been remarried. A substantial 51% have children 12-16 years of age and 43% have kids between 6 and 12. Clearly, these single female heads of households are the most distressed of all family situations.

Observation: Clearly, 76% of all the families of the country, consisting both of those who have been married only once and those who have remarried, appear to be faring quite well economically and in terms of managing satisfactory lives. Among the other 24% of all families real troubles exist. The problems are most visible in broken homes, which have a disproportionate number of children. Those who are divorced, separated, have a live-in status, or are headed by single females are in a distressed condition. Their problems are economic, but also represent the lack of a balanced and full family life. In turn, in the aggregate, families with children 18 and under tend to be far more burdened with economic deprivation. America is perhaps the only society where families with children are treated worse than those without children. Blacks, and to a lesser extent Hispanics, are caught up in the cycle of larger families being bred into broken homes. Those on welfare constitute just under one half of such family units, but the others not on welfare are scarcely much better off.

One could conclude that the status of families in America is highly positive by a 3 to 1 margin. This is the case. But the other one in four constitutes a serious and critical minority crying out for help. Thus, the problem of the underprivileged family has become a major issue of concern in the last part of the twentieth century, ironically fully a half century after the Great Depression and during a time of one of the longest sustained prosperous eras in American history.

What It Really Means to Have a Family

There is little doubt that the family is a centerpiece of both stability and dependence for most people. When asked to "suppose things were very different for you and you didn't have a family, how much would you miss your family?" a massive 71% of all family members say they would miss their family "very much," and another 20% "quite a lot."

The roster of what elements in family life they would miss "very much," are:

--- "The close bonds of love between family members," which would be missed by fully 91%.

--- "Just the certainty that no matter what else happens in the world, the family is there" would be missed by 90%.

--- "Living out life together with my family (wife, husband) is viewed as an indispensable part of family life by 88%.

--- A substantial 87% say they would miss "the fun experiences together as a family."

--- Then another 86% feel that they would miss "watching the kids grow up."

--- A basic part of it all is "just having people to go home to," cited by 85% as a benefit from family life they would sorely miss.

These positive advantages of family life are not all that would be missed if people did not have a family:

--- "Enduring the sorrows as well as the joys" would be missed by fully 66% of all family members.

--- "Surviving serious crises together" would be missed by 62% of the families.

--- A much lower 21% say they would miss "the family arguments and spats," while another 22% would somewhat miss them. Thus, 43% feel a certain nostalgic fondness for these fallings out, although a higher 54% really could well do without them.

All of the people surveyed were asked to state in their own words just what means most to them about family life:

--- Tied at the head of the list, volunteered by 23%, were two items: "loving, caring" and "togetherness." As a female single head of household put it, "The closeness that I feel with my kids. They make me feel loved and important. They give me food for my soul to live on." Another mother who is in her second marriage said, "The bond of comradeship that's between us. We know we love each other. You know it's there." A young father had this to say, "When you come home, you know that love is there in heaping portions." A grandmother added, "The closeness of the family. As the kids grew up and left home, we became closer all the time."

--- Next is "time spent together," volunteered by 14%. As a middle-aged father put it, "Getting out and doing things together, putting in the time together doing things you never forget."

--- Another 12% say that "standing together, supporting each other" has most meaning for them in family life. A baby boom mother told it this way, "Without saying a word about it, we all st[illegible] up for each other. We won't let each other down, and that's the way we build each other up." An 18 year old had this to say, "You know no matter what the situation is, even in a big jam you get into, that everybody in the family is behind each other."

--- "Faith in God" was volunteered by 9% as the real glue that holds their families together. As a mother of four in Tennessee said, "We stay strong as a religious family." A husband added, "God is with us through thick and thin."

--- "A good marriage" was cited by 8%, along with "a happy home."

--- Other key elements volunteered were "ability to communicate with each other," "compatability, to get along with each other," "good health," "seeing your child grow up to be a moral person," "sharing the good with the bad about life," "economic stability," "watching the kids grow up," "a sense of understanding," and "seeing children succeed."

> Observation: Unabashedly, in this Philip Morris Family Survey, family members poured out their feelings about family and what it means. The abiding desire is for deep bonds of love. Human craving for close ties and mutual dependence obviously exists in nearly all people. The family provides both the vehicle for such bonds to be forged, and the conditions which allow such feelings to be nurtured and to be cherished. The sentiments are real and are basic. That is why a huge 71% say they would miss their family very much if it did not exist.

A Premium Rapidly Becoming More Valuable Than Money: Time

Everyone surveyed was asked about the amount of time they had available to do the things they have to do and then the things they want to do. Overall, just about as many report having more time than less time, indicating that there is a balance between having too much and too little time. Yet, this overall result is vastly misleading, for it represents a coming together of extremes. For example, on getting their chores done, 56% of those family members who are 65 and over report that they have more time than they need, while only 11% believe they have less time than is needed to get the jobs done. By contrast, 40% of the members of the baby boom generation report they have less time available to do chores, while only 20% report having more time than they need.

Others hard-pressed for time to perform necessary chores are those who live in bigger cities, professional and white collar people, those with children who are 5 years of age or younger, families where both spouses work, and female single heads of households.

On having enough time to get done what people want to do, the division is almost identical, with 28% who say they have more time than they need, while 32% say they have less time. Again, however, the elderly, largely retired, have too much time on their hands, while younger people, especially baby boomers, simply cannot find enough time in any given day. Those with young children, single parents who must work and take care of the home and raising kids all in one 24 hour period feel most beset by lack of time.

Significantly, when asked in what activity they feel most pressed for time, 29% report that the shortage exists in their leisure time activities, but an equal number say in getting work done around the house, and 23% say they can't find time to get their job done right. Another 5% are hard put to find time to do school work. Clearly, the shortage of time exists in each of the major areas of people's lives. Obviously, the press is to gain time on the job, around the house, and in the leisure activities that are so cherished by people who work longer hours and have less time at home these days.

> Observation: As hours of work increase, as more women hold down full-time and part-time jobs, as the number of hours available for leisure time declines, the press of finding time is rising rapidly as a priority. In turn, this vitally affects family life. It means that the hours available to spend on family matters are harder to find. More family duties and loving care must be squeezed into a shorter time frame than ever before. Those most beset by these pressures and time stress are the most affluent types, such as business executives and professionals who now work the longest hours, especially those in the baby boom generation; those who work and have relatively young children; and those females who are single heads of households. Clearly, the burden rests more heavily with women than men. In terms of age, the main stress over lack of time falls on those who are in the baby boom generation and who have children between 6 and 16 years of age. Time, then, becomes a precious commodity, perhaps more important than price, in determining what goods and services people will buy, and it becomes a threshold key to the fulfillment of much of family life.

One Way to Get It All Done: Sharing the Work Around the House

Once upon a time, when men were the major breadwinners and women managed the household and the children, the division of labor around the house came down to the man performing certain outside and mule-hauling chores, while the woman inherited, largely through default, most of the rest of the chores. Now that a sizable majority of women work, all this has changed.

Sharing of work around the house that men never dreamed they would be into is now commonplace, although it would be a mistake to conclude that every task is equally up for grabs between the sexes. Instead, it is perhaps more accurate to say that both men and women are reaching out or are being cajoled to perform household jobs more than they ever did before.

Here are the major areas of sharing:

--- A substantial 81% of all families report that "deciding where to go out for entertainment together" is a shared decision.

--- 78% say that "deciding on major vacation trips" is a joint decision between spouses and also often between other members of the family.

--- 76% report that "deciding on whether or not to make major purchases" is also a shared decision.

--- 68% say that "shopping for furniture and major household items" is a decision that is shared.

--- Finally, 51% report that "deciding how to decorate the house" has now become a joint spousal decision. A solid majority of 57% of the men report decorating as a joint activity, although a lesser 46% of women say the same. A higher 49% of all women claim that decorating is still mainly a woman's function around the house, compared with 35% of all men who say the same. However, some of this disparity undoubtedly is due to the fact that many more women than men are single heads of households. Among families where both spouses work, a solid 57% say that decisions on how to decorate the house are a shared process; 22% say it is done by the woman and 19% by the man. Thus, it is fair to conclude that decorating is no longer a woman-dominated activity. Men have actively joined in selecting fabrics, curtains, rugs; where furniture will be located; what paint colors will be used; and the entire gamut of decorating decisions.

In eight other areas, there are signs of greater sharing of responsibilities, but there is still evidence of the bulk of the work being done by one sex or the other:

--- 47% of all families report that "cleaning the house" has now become a shared chore. However, among men, a higher 54% say this task is shared, while among women a much smaller 40% make the same claim. Indeed, a 53% majority of women believe they do most of the cleaning up at home, compared with only 8% of all men. Just over a third of all men acknowledge that women do most of the cleaning, while only a bare 3% of all women say the same about men. Clearly, on cleaning up around the house, there is still a distinct tilt toward women being stuck with this chore.

--- 45% of all family members claim that "deciding when meals will be served" is a shared decision. A much higher 55% of men make this claim, but no more than 35% of women say the same. Instead, 56% of the women report they make the decision on when to serve meals, while no more than 9% of men make a similar claim. Again, the tilt is toward women making the call on what time to serve meals.

--- 44% of America's families say that "working in the yard or garden" is a shared decision. Significantly, 45% of all men and 43% of all women agree that this chore is jointly shared. However, 39% of the men claim they do such outdoor work themselves, compared with 18% of women who say the same. Clearly, what used to be a dominant man's job around the house now appears to be genuinely shared by both sexes. Among families where both spouses work, 49% say working in the yard or garden is shared, while 26% say the man does it and 16% say the woman is dominant here.

--- 43% of all family members say that "shopping for food" is now a shared decision. However, a clear 55% majority of women believe they do most of the food shopping, compared with only 12% of men who make a similar claim. Indeed, whereas 48% of men say shopping for food is a shared decision, only 38% of women say that is the case. Certainly, the days when women did almost all the food shopping are largely over, but the tendency is still toward women doing this household task.

--- 41% of America's families now claim that "what food will be served at meals" is a joint decision. However, 51% of all men say that's the way it is, while no more than 32% of all women agree. Instead, 63% of the women report they make the decision on what to serve, compared with only 8% of men claiming the same dominance. While no doubt men are now expressing preferences for foods to be part of meals, the burden still appears to rest largely with women.

--- 39% of the families report that "paying the bills and keeping records" is a jointly shared responsibility. However, compared with 46% of men who say it's shared, only 33% of all women agree with that judgment. Fully 50% of all women say they pay the bills and keep the records, compared with only 2% of men who say the same. However, among families where both spouses work, 47% say paying bills is a joint process, while 31% report the woman still does it, and 21% say the man does it. So this area, while still mainly a woman's chore, appears to be moving toward a genuinely shared status.

--- 39% of family members say that "painting and doing minor things around the house" is now a shared responsibility, with 38% of all men and 40% of all women agreeing on this point. Nonetheless, 49% of the men report doing these touch up chores themselves, compared with no more than 22% of the women who say the same. In families where both spouses work, 46% say painting and minor repairs is shared, 31% report the men do it and 16% the women. The tilt is still toward men doing these touch-up tasks, but the gap appears to be closing.

--- Finally, 37% of American families report that "cooking" is a jointly shared job in today's home. Again, however, 46% of all men perceive it that way, compared with a much smaller 28% of all women. A high 66% of women think they dominantly are behind the stove, compared with 10% of men who make that claim. What appears to be happening is that men are cooking more meals than ever before, but their sporadic forays into the culinary art are not seen by most of their spouses as truly sharing the burden of cooking. The tilt here is still rather decisively toward women doing the cooking.

> Observation: While in the case of chores such as cooking, cleaning up around the house, shopping for food, paying bills and record-keeping, deciding what food will be served and when the meal will go on the table, women still bear the major burden in today's families, nonetheless the singular mark is that more of these and other chores in the home are genuinely being shared. Without doubt, big change and movement have taken place among men. In the press for time, with women now taking on equal or nearly equal roles as breadwinners, men have been brought to the practical realization that they must assume many more familial and household responsibilities. By and large, men are growing to expect such sharing. Predictably, in another generation, it is highly likely that household chores will not be known as being a woman's task, but instead will be unisex in terms of just who has the burden of getting these often unpopular chores done. One critical tip-off on where the future lies emerges when family members are asked about who "decides where the money is spent", 69% say both spouses decide, and in homes where both work, another 16% say each decides about his or her own income's disposition. In a word, the day is passed when the male breadwinner alone decides how much of the family larder would be spent on what.

SECTION II: THE STATE OF PARENT-CHILDREN RELATIONS

As a Parent: Any Second Thoughts?

By now it is widely recognized that for many years the United States has been in a declining mode of birthrates. To be sure, there have been some temporary blips upward for a few years, but these have generally been followed by a continuing downswing.

Indeed, when asked how many children their parents had, those with children 18 years of age and less came up with a mean of 4.4 offspring. When asked for the ideal number of children a family should have nowadays, the mean emerges as 2.5 children. In other words, on average, today's parents are fully prepared to say that having 1.9 less children makes good sense. Put another way, families in America in the latter part of the 1980s want 43% fewer children than their parents had 25 or 35 years ago.

In turn, this raises questions about just how parents feel about having children at all, and, if they do want them, under what conditions and with what kind of help:

--- Basic parental doubts about having children at all crops up in the answers given to two different projective questions. On the proposition that "A family isn't really a family without kids," a clear-cut, if not overwhelming, 59-40% majority found it possible to be in agreement with that claim. By the same token, however, a narrow 49-48% plurality also agree with the view that "A home without children can be as equally fulfilling as one with children."

In a sense, these two statements are not as contradictory as they might seem at first glance. It is entirely possible to feel that children add a great deal to family life, but at the same time to also feel that the compromises in personal freedom, pursuit of leisure-time activities, mobility, and options available in lifestyles make the decision to have children a close one. When it is also recalled that by 55-40%, a majority also express real dissatisfaction about "the kind of world my children will inherit," it is possible to understand how the initial glow of having kids in the family can be dimmed. Thus, it is possible for roughly half the parents to conclude that not having children can be as fulfilling as having them.

Significantly, men are far more committed to having children than women. A big 63-35% majority of men are convinced that a family isn't really a family without kids, and by 55-42%, fathers also deny the claim that a home without children can be as equally fulfilling as one with children. A much closer 55-44% majority of women see the benefits of having kids around the house, but a roughly identical 54-43% majority of women also can envisage a fine family existence without kids at all. Clearly, the women are in irons and feel the trade-off constraints in having children much more keenly than men do.

--- On when to have children, early on or later in a marriage, there is surprising agreement, given the fact that many mothers are having babies at ages much older than their parents. By 60-38%, there is decisive disagreement with the view that "you should work hard when you're young and put off having children until you have enough time and money to raise them properly." By the same token, an almost as decisive 59-39% majority also agrees with the claim that "It's best to have children early, so you can have some time to yourself after they grow up."

--- These modern parents are firmly convinced that they should not give up having women work in order to have babies. By 65-32%, they reject the view that "Having children is a full-time responsibilty; it's wrong for both parents to work." Among those families where both spouses do work, an even higher 75-23% majority rejects the view that raising children and mothers working are incompatible propositions.

--- There is a closer but still consistent decision when presented with the view that "With both parents working and doing other things, it's a different world, so children should be raised in a different way from the way we were raised." A 52-47% majority also reject this point of view.

--- The way out is evident in yet another set of answers: by a decisive 65-33%, a majority endorse the view that "With good day care centers, preschool classes, and housekeepers, both parents can work full time and raise children at the same time." Among those families with both spouses working, a higher 74-25% majority adhere to that claim, and presumably they think they are speaking from experience.

--- Despite such solutions, a substantial 61-38% of these parents also conclude that "Before I had children, I did not realize how much I would have to give up in order to raise them as well as I would like to." Women feel more strongly about this than men; blacks and Hispanics more than whites; female single heads of households more than others; those with young children 5 and under more than those with older kids; and low income people more than higher income family types.

Observation: Perhaps the best way to describe the underlying attitude of today's parents is as one beleaguered mother put it, "In the end, you just have to cope with it, handling the kids, the job, and being a loving spouse." Probably gone for good are those simpler times when a young man went out and got a job, earned a living, and fulfilled the promise of being the father-figure in the home, while the young woman stayed at home, took care of the home, bore the kids, and then tended to them as her major responsibility.

Clearly, a return to the norm of their parents or grandparents is simply unacceptable to today's generation. Thus, the trade-offs, the tortuous decisions to have or not to have children, and, if so, how to raise them -- and how to find the help to let both the kids and the parents make it.

No one, of course, ever claimed that parenthood was an easy stage of life, but with fuller platters today, parents have probably a tougher time "coping with it." Thus, the portrait that begins to emerge is a reduced birth rate, more stress, but also more determination to make it all come up roses.

The Kids Help by Better Helping Themselves

With the condition of having both spouses working now a way of life for a sizable majority of the baby boom generation, sizable numbers of parents report their children have taken on and accepted a number of added responsibilities:

--- A 79-21% majority report that their children "know how to do household chores."

--- By 71-28%, another big majority of parents say that their kids "have definite household duties and responsibilities."

--- And, by 64-36%, a sizable majority also report that their children "know how to prepare simple meals."

This begins to conjure up a portrait of children obviously apart from their parents more than in the past, and therefore required to be able to manage certain minimal and basic needs they might have when they come home from school, and as well as in other situations requiring more self-reliance.

By the same token, however, these parents are quick to reject one possible condition which sometimes has led to serious problems:

--- By a decisive 70-30%, these parents turn down the notion of "having older children look after younger ones." The only group among whom the temptation seems to work is when they have older children 12-16 years of age. In this group, 45% say they do have older children look after younger ones. However, the practice is rejected resoundingly by 76-24% by those with little children 5 years of age or under.

--- Given this unwillingness to have the older children look after the younger ones, it is not surprising that, by 67-31%, this generation of parents stoutly denies the allegation that they "are leaving their children on their own more than you were when you were growing up." The obvious reason for this is not that as parents they are at home as much as their mothers were, but instead that they are more willing to invest in having people at home or putting their offspring in day care centers or preschool classes or having full-time housekeepers, than was the case in the past.

> Observation: It is apparent from the parents' answers that they feel they are achieving that balancing act between bringing up their children to take on many responsibilities so they can look after themselves, but at the same time not abandoning them to be alone or to look after each other for long stretches of time by paying for outside help to look after them.
>
> But there is an aura of uneasiness just below the surface. It is just enough to add to the stressful environment that marks today's family life. Still, when given a choice, this generation of parents firmly opts to try it this way. It is a challenge to their competence and capacities -- and they would have it no other way, despite all the doubts, problems, and quiet crises they endure.

Parental Aspirations for Their Kids: More I Cannot Wish You

Most parents wish only the best for their children -- or at least say they do.

And they also think they have given their offspring something very special -- they have let their kids inherit all their own fine attributes and genes:

--- An overwhelming 91-6% majority of all parents immodestly agree that their children "have inherited their parents' good looks."

--- Another huge majority of 89-6% are convinced that their children "have inherited their parents' good character."

--- By 81-10%, another lopsided majority believe their kids "have inherited their better talents and skills."

If these endowments were not enough, big majorities also wish their children a plethora of happy circumstances:

--- 100% hope they will find "a happy, normal family life."

--- 98% hope they will be "well-liked and have a lot of friends."

--- 98% wish they "will have kids any parent would be proud of."

--- 79% hope they "will grow up to make a lot of money."

--- 80% just hope they "end up doing whatever they want to do."

--- 88% hope they "will value more nonmaterial than material things."

--- 94% hope they "will learn the basics and a tough discipline."

--- 84% hope they "learn to walk the straight and narrow."

--- 79% hope they "become God-fearing, strictly moral people."

--- 100% say "above all, I want them to learn to think for themselves."

--- 93% "want to expose them to a choice of values so they can end up making their own value and moral choices."

--- 89% "want them to have a strong sense of wanting to do more for their fellow man rather than to make it big for themselves."

--- 97% hope they "learn to care deeply about those who cannot fend for themselves."

--- 87% hope they "will want to work for an end to discrimination against women and racial minorities."

--- 97% "just want them to be normal, happy people, free from too much stress and worry."

On just one count tested was there any real hesitation on the part of big majorities of the parents to wish upon their children every positive attribute imaginable:

--- Although an overall majority of 65-33% hope that their children "have a lifestyle much like their own," there are notable pockets of parents who take exception to wishing this upon their offspring. Among those who do not want their children to inherit their own lifestyle and circumstances are black parents, those females who are single heads of households, those families with incomes of $15,000 or less, live-ins, and parents who are divorced or separated. By at least slim majorities or better, all of these parents want their children to enjoy quite a different lot than has befallen them.

An overwhelming 86-10% majority of parents say they "expect their children will go to college." A college education is still the golden dream. When asked about their ability to finance a college education for their children, 22% say they can finance it themselves, while another 50% think they will only need "a little help." No more than 26% think they will need "a great deal of financial help." In addition, only 2% think their children will find it "very difficult" to obtain the grades to get into a good college, another 25% say it will be "somewhat difficult," but a much higher 38% say "not very difficult" and 31% say "it will be easy." Finally, by 64-35%, most parents think their children's schools will fully and properly prepare them for college and say they are not concerned about the capacity of the schools to do the job.

> Observation: In this series of laying bare the hopes of today's parents for their progeny, the indelible fact to come through is the incredible extent to which procreation itself is almost a total act of ego gratification. Parents beget offspring whom the parents think are spitting images of everything good in themselves and then they wish upon them such heapings of blessings that success in untold measure surely will happen if only a small fraction of parental wishes are realized.
>
> The fact that such generous send-offs must of necessity fall short seems only to encourage parents to wish for them all the stronger. There is a touch of irony in the fact that so many parents are so eager to embrace so many admirable attributes and good fortune for their kids, and yet when pressed, really do not have many concrete ideas of how their children can finally achieve them.
>
> However, as will be seen in a moment, there are formidable obstacles and even downright perils that parents are all too well aware will beset their children -- just outside their own doorsteps. Part of the enormous outpouring of genuine well-wishing for their children is the desperate realization by most parents that their kids will need all the finest attributes and capabilities just to withstand the onslaught of dangers in today's society.

The Downside of Raising Children: Perils at the Gates

Just as parents are brimming over with positive hopes for their children, so, too, they are deeply concerned that their kids will fall victim of any one or several of the vagaries and vicissitudes that wait them outside the home.

Here is a roster of some of their worst fears:

--- 81% of all parents worry about their children falling prey to the "use of illicit drugs." Most worried are blacks (91%), young parents under 30 (86%), white collar families (86%), and those with children 5 years old or under (84%).

--- Nearly as many, 80%, are concerned about their children's "use of alcoholic beverages." Black, Hispanic, young, and white collar parents are most concerned about excessive drinking by their children.

--- 78% of all parents worry about what "sexual promiscuity" can do to harm their children. Most worried are professionals and business executives, as well as blue collar families.

--- Close behind are worries over their children "learning how to avoid pregnancy," a deep concern of 77% of all parents. Unplanned pregnancy is particularly a deep concern of blacks, those under 30, those with incomes between $15,000 and $25,000, fathers, and those with children 5 years old or under.

--- 77% of all parents also are concerned about their offspring "making the wrong kind of friends." Particularly worried about this pitfall are black parents, Hispanics, those under 30, fathers, blue collar and white collar families, those with children 5 years old or under, and those whose incomes are no more than $15,000-$25,000 a year.

--- 70% of the parents also worry about their children "not spending enough time studying." Most concerned are blue collar and white collar families, fathers, blacks, those under 30, Catholics, and families where both parents work.

--- 70% also are concerned about their children "spending too much time watching television," obviously related to the apprehensions over their kids not putting in enough time with their books.

--- A substantial 64% therefore conclude that they are really concerned about their children "dropping out of school." Most worried are low income parents, those with the youngest children, blue collar families, those whose own education did not go beyond high school, blacks, Hispanics, and those under 30 years of age.

--- By a narrow 50-49%, a plurality of parents also express worry about "excessive competition for good grades." But the numbers worried about this other possible overapplication of student energies obviously pales before the concerns of not enough time spent studying, dropping out of school, and wasting too much time in front of a television set.

In addition, there is a whole roster of deep concerns that parents have about their children not getting to realize some upside advantages which might make a major difference in how they might make out later on in life:

--- A substantial 84% express worry about "how my child is treated as an individual." Most concerned about the individual fate of their kids are female single heads of households, Catholics, white collar families, male heads of households, blacks, and blue collar families.

--- 75% of all parents express concern over their children "finding inspirational teachers." Most worried about this are black parents, Catholics, those with some college education, those with incomes from $15,000-$35,000, Hispanics, and those who are under 30.

--- 68% of the parents are concerned about their children "learning how to concentrate", obviously a key to their learning how to apply themselves to do well in school. Worried most are black families, those with some college, Catholics, white collar families, and those with incomes $15,000-$25,000.

--- 63% of all parents are worried over whether or not their children will "learn how to think for themselves." This also worries black families, those in the $25,000-$35,000 income category, those with young children 5 years old or under, Catholics, and white collar families.

--- Finally, 59% are worried about their children "making close friends while growing up."

After dealing with each of these 14 key elements individually, each person surveyed was then asked to select the one or two from the list which most concern them. The results indicate that far out ahead of every other item was worry about the use of illicit drugs, volunteered by 58% of all parents. Well down on the list, next comes use of alcoholic beverages, cited by 22%, followed by sexual promiscuity at 14%, then finding inspirational teachers (11%), making the wrong kind of friends (11%), how to learn to think for oneself (10%), learning how to avoid pregnancy (7%), dropping out of school (7%), too much watching of TV (7%), how my child is treated as an individual (6%), not spending enough time studying (5%), excessive competition for good grades (4%), and making close friends while growing up (4%).

> Observation: In sharp contrast with the high hopes which nearly all parents are prepared to bestow upon their children, the list of problems and the magnitude of parental worry points up the frustration of having and raising children in the last 20 years of the twentieth century. Although parents would like to believe that their children are so special that they will overcome nearly all barriers, underneath that veneer of familial pride and confidence is the unsettling sense that children grow up in a veritable minefield of potential disaster, on the one hand, and the potential of not finding the kinds of teachers, the kinds of sensitivities essential to their child's special needs, and of not getting the training to fulfill the potential they think their kids have.

This emerges sharp and clear when parents are asked their concerns. A minimum of 50% express worry on all 14 items and the average is 71% who are concerned for the average item. The stark apprehension is that their child will come acropper on drugs or alcohol, but that fear should not obscure the high numbers who worry about all the rest, ranging from sexual promiscuity and teenage pregnancy, on the one hand, to not fulfilling their potential in the educational system, on the other.

Striking is the fact that this pattern exists every bit as much for affluent parents with postgraduate degrees as it does for ghetto blacks and Hispanics and beleaguered female single heads of households. There is a curious common bond among parents today. They worry about the world their children might inherit, about the vulnerabilities from society along their way to growth and fulfillment, and have gnawing doubts about the system's capacity to deliver its promise of letting their offspring grow to full bloom.

In a word, rarely have parental hopes been so high, the identification of parents with their children so positive, and, at the very same time, rarely have the barriers to achieving what they think their kids can do seemed so formidable and imposing. Clearly, parents are crying out for something to break this logjam. That appears to be the central message of this first Philip Morris Family Survey.

Special Moments for Parents to Remember

In this in-depth poll on the state of relations between parents and their children, for the first time, mothers and fathers were asked to identify those special moments in raising children which they will never forget.

The study asked about two sets of experiences: the first deals with early childhood landmark episodes and the second deals with matters which occur later on during adolescence, just before children reach a state of maturity.

Here are the most memorable experiences for parents as they think about the earliest years of child-rearing:

--- At the head of the list, cited by 59% of all parents, is the first step taken to walk as a baby. Women, baby boomers, blacks, Hispanics, female single heads of households, those with small children 5 or under, and blue collar families are especially taken with this memory of the first steps of a baby.

--- Close behind, selected by 51%, is the first words spoken. Most impressed by these utterances of first words are those who have young babies at home now, and middle income families.

--- Another 42% say that most memorable event for them is the first day of school. Most impressed by this experience are mothers, baby boomers, those with the highest education, and those with children 12-16 years of age.

--- In fourth place emerges another school-related experience, cited by a substantial 31%: coming home from school with a good report card. This occasion particularly impresses blacks and Hispanics, female single heads of households, and those with children now 6-11 years of age.

These other experiences tested trailed down the list: the first time they could read (16%), the first friend they made (12%), growing up to be a pretty girl or a handsome boy (12%), and having a wonderful birthday party (8%).

On the list of events and experiences that children go through as they grow older, three stood out from the rest:

--- Finishing in first place, selected by 48%, is demonstrating an ability to think for himself or herself. This intellectual breakthrough is more impressive for those with a college education, especially those with a postgraduate degree, baby boomers, and those in the $50,000 and over income bracket.

--- This is followed by the 43% who singled out discovering God and deep religious meaning. Those who feel this way more than the others can be found among people in the South, among blacks, and among those earning under $15,000 a year.

--- Just behind the discovery of religious faith, mentioned by 43%, is getting into a good school or college. This has special meaning for minorities and white collar families more than for other groups. No doubt it represents a special kind of breakthrough.

--- In fourth place at 34% is getting married to a fine boy or girl. Those with less education and Catholics feel most keenly about this memory.

--- Then comes getting a job that means economic success, singled out by 32% of the family members. Most taken with this experience are Hispanics, those with less education, and blue collar families.

Others were: graduation day (25%), an incident that demonstrated real integrity (19%), showing outstanding artistic talent (18%), winning an important sports victory (9%), and finding a boy or girl friend you like (9%).

> Observation: In the end, the memorable moments of the life of a child linger on and become the tangible marks of an investment of blood, sacrifice, deep sharing, love, stress, and growth. In the aggregate, the first step as a baby, the first words spoken, the first day of school, and coming home with a good report card all are graphic and indelible benchmarks of the struggle of every individual to grow into a functioning, thinking, learning, and competent human being. This is the process of civilization at work on an individualized basis. It carries on into the teen years when demonstrating an ability to think for oneself, and getting into a good school or college are cited, again, tangible marks of the mental growth of a human being. It is the story of mind over matter, of the refinement of a living organism into a being who can think and create, conceptualize and organize. This is the singular mark that distinguishes humankind from other living creatures. This is what having children means. It is what the history of the world has been. And it is embodied in the most personal way in the child, the natural and basic product of the union of two spouses, the act of forming a family and then working hard to make it work and to grow and to experience life fully. That is really what the memorable moments symbolize.

SECTION III: TABLES

TABLE 1

HOW THINGS ARE GOING FOR YOU

Q.1a - How are things going for you and your family these days -- very well, pretty well, pretty badly, or very badly?

		AGE				EDUCATION			RACE			CHILDREN UNDER 18		
	TOTAL %	UNDER 30 %	30-49 %	50-64 %	65 AND OVER %	HIGH SCHOOL OR LESS %	COLLEGE GRADUATE %	POST GRADUATE %	WHITE %	BLACK %	HISPANIC %	MALE HEAD %	FEMALE HEAD %	SHARED HEAD %
Base:	3001	874	1063	589	463	1959	828	210	2500	324	177	556	201	487
Very well	34	30	32	38	39	31	39	45	35	24	31	30	18	34
Pretty well	55	62	56	47	49	56	54	50	54	59	56	61	65	53
Pretty badly	7	6	8	8	7	8	5	3	7	11	6	5	11	9
Very badly	3	1	3	5	3	4	1	1	3	5	5	3	5	4
Not sure	1	-	1	1	2	1	*	1	1	1	2	1	1	*
Unweighted Base	3001	702	1354	593	337	1524	1150	324	2565	236	200	623	215	550

TABLE 2

HOW THINGS ARE GOING FOR YOU

Q.1a - How are things going for you and your family these days -- very well, pretty well, pretty badly, or very badly?

		TYPE OF WORK				INCOME					MARITAL STATUS				HAVE CHILDREN 18 AND UNDER			
	TOTAL %	PROFESSIONAL EXECUTIVE %	SKILLED BLUE COLLAR %	UNSKILLED BLUE COLLAR %	WHITE COLLAR %	$15K AND UNDER %	$15-25K %	$25-35K %	$35-50K %	$50K AND OVER %	MARRIED FOR 1ST TIME %	MARRIED BEFORE %	DIVORCED/ SEPARATED %	LIVE-INS %	5 AND UNDER %	6-11 %	12-16 %	17-18 %
Base:	3001	661	554	367	547	743	633	582	442	390	1755	532	167	171	435	584	504	197
Very well	34	38	29	27	33	25	26	35	37	52	37	35	14	23	32	28	27	28
Pretty well	55	56	61	60	53	53	62	61	57	43	54	51	63	62	56	61	59	58
Pretty badly	7	3	8	9	9	13	9	4	4	4	6	7	18	11	9	7	9	7
Very badly	3	1	3	3	5	7	2	1	1	1	3	5	5	4	3	3	4	6
Not sure	1	1	-	1	1	2	1	*	1	1	1	2	-	1	-	1	1	1
Unweighted Base	3001	823	521	321	577	551	614	612	528	502	1848	530	174	157	460	664	582	214

TABLE 3

HOW THINGS ARE GOING FOR THE COUNTRY

Q.1b - How do you feel things are going in the country these days --
very well, pretty well, pretty badly, or very badly?

		AGE				EDUCATION			RACE			CHILDREN UNDER 18		
	TOTAL	UNDER 30	30-49	50-64	65 AND OVER	HIGH SCHOOL OR LESS	COLLEGE GRADUATE	POST GRADUATE	WHITE	BLACK	HISPANIC	MALE HEAD	FEMALE HEAD	SHARED HEAD
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Base:	2996	871	1063	587	463	1954	827	210	2498	321	177	556	201	487
Very well	5	3	5	8	7	5	6	8	6	2	5	4	4	5
Pretty well	43	51	47	32	29	38	52	48	44	32	42	51	38	46
Pretty badly	33	32	31	34	36	33	31	32	33	34	29	32	32	34
Very badly	16	12	14	20	24	20	9	11	14	28	20	11	21	13
Not sure	3	2	2	6	4	4	2	1	3	4	4	2	5	3
Unweighted Base	2997	700	1354	591	337	1521	1149	324	2563	234	200	623	215	550

TABLE 4

HOW THINGS ARE GOING FOR THE COUNTRY

Q.1b - How do you feel things are going in the country these days -- very well, pretty well, pretty badly, or very badly?

		INCOME					MARITAL STATUS				HAVE CHILDREN 18 AND UNDER			
	TOTAL	$15K AND UNDER	$15-25K	$25-35K	$35-50K	$50K AND OVER	MARRIED FOR 1ST TIME	MARRIED BEFORE	DIVORCED/ SEPARATED	LIVE-INS	5 AND UNDER	6-11	12-16	17-18
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Base:	2996	742	629	581	442	390	1752	532	167	168	435	584	504	197
Very well	5	5	3	4	5	10	5	8	5	3	3	5	5	3
Pretty well	43	31	39	52	51	51	45	34	37	40	53	43	44	46
Pretty badly	33	36	38	31	31	28	34	35	29	35	31	36	33	32
Very badly	16	24	16	12	11	9	14	21	26	18	12	13	15	18
Not sure	3	5	3	1	2	2	3	3	3	4	1	3	3	2
Unweighted Base	2997	550	612	611	528	502	1845	530	174	156	460	664	582	214

TABLE 5

PRESENT STANDARD OF LIVING COMPARED TO 1 YEAR AGO

Q.1b - Compared with a year ago, would you say your family's present standard of living is better now, worse, or about the same as it was then?

		INCOME					MARITAL STATUS			
	TOTAL	$15K AND UNDER	$15-25K	$25-35K	$35-50K	$50K AND OVER	MARRIED FOR 1ST TIME	MARRIED BEFORE	DIVORCED/ SEPARATED	LIVE-INS
	%	%	%	%	%	%	%	%	%	%
Base:	3001	743	633	582	442	390	1755	532	167	171
Better now	27	18	21	33	33	38	25	24	23	37
Worse	15	23	16	12	9	8	13	16	25	13
About the same	59	58	63	55	58	54	61	59	52	49
Not sure	*	1	-	*	*	-	*	1	-	-
Unweighted Base	3001	551	614	612	528	502	1848	530	174	157

TABLE 6

DEGREE OF SATISFACTION
(SUMMARY)

Q.2a - Now let me ask you to rate the extent to which you are satisfied with various things that affect people's lives. Would you say you are highly satisfied, somewhat satisfied, not very satisfied, or not at all satisfied with....

	HIGHLY SATISFIED	SOMEWHAT SATISFIED	NOT VERY SATISFIED	NOT AT ALL SATISFIED	NOT SURE
	%	%	%	%	%
Having a circle of family and friends that you feel comfortable with	68	27	3	2	*
The time you have to spend with your family or close friends	46	37	13	4	*
Having the kind of home you want	38	40	14	7	*
The balance in your life between work and leisure	35	42	13	5	4
The satisfaction you get from your job	35	31	8	5	21
Being able to establish the way of life you want	27	48	17	7	1
The economic outlook for your family	23	51	18	8	1

TABLE 6 (continued)

DEGREE OF SATISFACTION
(SUMMARY)

Q.2a - Now let me ask you to rate the extent to which you are satisfied with various things that affect people's lives. Would you say you are highly satisfied, somewhat satisfied, not very satisfied, or not at all satisfied with....

	HIGHLY SATISFIED	SOMEWHAT SATISFIED	NOT VERY SATISFIED	NOT AT ALL SATISFIED	NOT SURE
	%	%	%	%	%
Your purchasing power	22	49	19	9	1
The political leadership in the country	11	39	26	21	3
The kind of world your children will inherit	8	32	35	20	5
The economic outlook for the country	6	38	36	18	2

TABLE 7

OWN FAMILY LIFE COMPARED TO LIFE IN PARENTS' HOME

Q.2b - Would you say your own family life is better than it was when you were growing up in your parents' home, worse, or not much different?

	TOTAL %
Base:	3001
Better	54
Worse	10
Not much different	34
Not sure	1
Unweighted Base	3001

TABLE 8

SATISFACTION WITH FAMILY MATTERS
(SUMMARY)

Q.2c - Now I want to ask you about things that affect people's lives. I want you to keep in mind your own immediate family. Would you say you are satisfied or not satisfied with....

	SATISFIED	NOT SATISFIED	NOT APPLICABLE	NOT SURE
	%	%	%	%
The quality of your relationship with your spouse or the person you live with	89	7	3	*
The way people rally behind other family members in a crisis	86	13	*	1
How family finances are managed	86	14	*	*
The way the interests of each family member are respected by others	86	14	*	*
The extent to which pleasures in family life outweigh troubles	85	14	*	1
How many more "up" than "down" moments there are in family life	82	16	*	2
How work is shared around the house	82	17	1	*
The time you have to spend doing things that are just plain chores	77	22	*	1

TABLE 8 (continued)

SATISFACTION WITH FAMILY MATTERS
(SUMMARY)

Q.2c - Now I want to ask you about things that affect people's lives. I want you to keep in mind your own immediate family. Would you say you are satisfied or not satisfied with....

	SATISFIED	NOT SATISFIED	NOT APPLICABLE	NOT SURE
	%	%	%	%
The quality of your relationship with your children, if you have any	75	5	19	1
Worrying about paying for essentials	73	26	1	1
How able you are to make ends meet	72	27	*	1
The time you have for pleasurable activities	70	29	*	*
The amount of hours you have to put in at work	59	21	18	2

TABLE 9

TIME TO DO WHAT HAS TO BE DONE

Q.3a - Do you find that on the whole you have more time to do the things you have to do than you did a few years ago, less time, or just about the same amount of time as you had then?

		AGE				EDUCATION			CHILDREN UNDER 18		
	TOTAL %	UNDER 30 %	30-49 %	50-64 %	65 AND OVER %	HIGH SCHOOL OR LESS %	COLLEGE GRADUATE %	POST GRADUATE %	MALE HEAD %	FEMALE HEAD %	SHARED HEAD %
Base:	3001	874	1063	589	463	1959	828	210	556	201	487
More time	29	17	20	43	56	31	26	25	21	21	18
Less time	33	44	40	22	11	30	39	41	38	44	39
About same time	37	39	40	34	32	39	34	33	41	34	42
Not sure	*	*	*	1	1	*	*	1	-	1	*
Unweighted Base	3001	702	1354	593	337	1524	1150	324	623	215	550

TABLE 10

TIME TO DO WHAT HAS TO BE DONE

Q.3a - Do you find that on the whole you have more time to do the things you have to do than you did a few years ago, less time, or just about the same amount of time as you had then?

			HAVE CHILDREN 18 AND UNDER			
	TOTAL %	BOTH SPOUSES WORK %	5 AND UNDER %	6-11 %	12-16 %	17-18 %
Base:	3001	1364	435	584	504	197
More time	29	19	14	17	23	26
Less time	33	41	46	41	34	34
About same time	37	40	40	42	43	39
Not sure	*	*	*	*	-	-
Unweighted Base	3001	1426	460	664	582	214

TABLE 11

TIME TO DO WHAT YOU WANT TO DO

Q.3b - Do you find that you have more time to do the things you want to do --the kinds of things that are really important to you -- than you did a few years ago, less time, or just about the same amount of time as you had then?

		AGE				EDUCATION			CHILDREN UNDER 18		
	TOTAL	UNDER 30	30-49	50-64	65 AND OVER	HIGH SCHOOL OR LESS	COLLEGE GRADUATE	POST GRADUATE	MALE HEAD	FEMALE HEAD	SHARED HEAD
	%	%	%	%	%	%	%	%	%	%	%
Base:	2996	872	1063	589	461	1954	828	210	556	201	487
More time	28	16	20	40	55	30	25	27	20	19	18
Less time	32	44	39	22	8	29	38	38	39	43	42
About same time	39	40	40	37	37	40	38	35	41	38	40
Not sure	*	*	*	1	1	1	*	-	1	-	-
Unweighted Base	2999	701	1354	593	336	1522	1150	324	623	215	550

TABLE 12

TIME TO DO WHAT YOU WANT TO DO

Q.3b - Do you find that you have more time to do the things you want to do --the kinds of things that are really important to you -- than you did a few years ago, less time, or just about the same amount of time as you had then?

			HAVE CHILDREN 18 AND UNDER			
	TOTAL	BOTH SPOUSES WORK	5 AND UNDER	6-11	12-16	17-18
	%	%	%	%	%	%
Base:	2996	1362	435	584	504	197
More time	28	19	18	16	20	23
Less time	32	39	49	42	39	36
About same time	39	42	33	42	40	41
Not sure	*	*	*	-	1	*
Unweighted Base	2999	1425	460	664	582	214

TABLE 13

PROBLEMS IN FINDING ENOUGH TIME

Q.3c - Where do you have the most problems in finding sufficient time -- is it in connection with your job, your work around the house, in the amount of time you spend on school work, or in your leisure-time activities?

			HAVE CHILDREN 18 AND UNDER			
	TOTAL	BOTH SPOUSES WORK	5 AND UNDER	6-11	12-16	17-18
	%	%	%	%	%	%
Base:	3000	1364	434	583	504	197
Job	23	30	26	25	25	22
Work around house	29	26	34	34	33	33
School work	5	8	5	4	2	4
Leisure time activities	29	30	33	32	33	31
Not sure	14	6	2	5	7	11
Unweighted Base	3000	1426	459	663	582	214

TABLE 14

WHO DOES CERTAIN HOUSEHOLD ACTIVITIES (SUMMARY)

Q.4 - For each of the following household activities, please tell me if you mainly do it yourself, do other people in your house generally do it, is the activity generally shared with others, or do you use outside help?

	YOURSELF	OTHER PEOPLE	SHARED	OUTSIDE HELP	NOT APPLICABLE	NOT SURE
	%	%	%	%	%	%
Cooking	39	23	37	1	*	*
Paying the bills and keeping records	39	21	39	*	*	*
What food will be served at meals	37	22	41	*	*	*
Painting and doing minor things around the house	35	17	39	9	1	-
Shopping for food	35	22	43	*	*	*
When meals will be served	34	20	45	*	1	1
Cleaning house	31	18	47	4	*	*
Deciding how to decorate the house	28	19	51	1	1	*
Working in the yard or garden	28	16	44	6	6	*
Shopping for furniture and major household items	19	11	68	*	2	*

TABLE 14 (continued)

WHO DOES CERTAIN HOUSEHOLD ACTIVITIES
(SUMMARY)

Q.4 - For each of the following household activities, please tell me if you mainly do it yourself, do other people in your house generally do it, is the activity generally shared with others, or do you use outside help?

	YOURSELF	OTHER PEOPLE	SHARED	OUTSIDE HELP	NOT APPLICABLE	NOT SURE
	%	%	%	%	%	%
Deciding on whether to make major purchases	17	6	76	*	1	*
Deciding where to go out for entertainment together	11	4	81	*	4	*
Deciding on major vacation trips	9	4	78	*	8	*

TABLE 15

HOW MANY FULL-TIME WORKERS IN HOUSEHOLD

Q.5a - Including yourself, how many people in this household work full-time?

		AGE				EDUCATION			RACE			CHILDREN UNDER 18		
	TOTAL	UNDER 30	30-49	50-64	65 AND OVER	HIGH SCHOOL OR LESS	COLLEGE GRADUATE	POST GRADUATE	WHITE	BLACK	HISPANIC	MALE HEAD	FEMALE HEAD	SHARED HEAD
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Base:	3001	874	1063	589	463	1959	828	210	2500	324	177	556	201	487
1	36	34	45	38	17	35	37	37	36	33	39	49	58	43
2	35	45	43	30	5	31	43	47	35	38	35	41	21	49
3	7	13	6	6	2	8	7	3	7	11	10	6	4	3
4 or more	3	6	1	3	*	3	2	1	2	4	3	*	1	*
None	19	2	5	23	76	23	10	11	20	13	13	5	16	5
Not sure	*	-	-	-	-	*	-	*	*	-	-	-	-	-
Unweighted Base	3001	702	1354	593	337	1524	1150	324	2565	236	200	623	215	550

TABLE 16

HOW MANY FULL-TIME WORKERS IN HOUSEHOLD

Q.5a - Including yourself, how many people in this household work full-time?

		TYPE OF WORK				INCOME					MARITAL STATUS				HAVE CHILDREN 18 AND UNDER			
	TOTAL %	PROFESSIONAL EXECUTIVE %	SKILLED BLUE COLLAR %	UNSKILLED BLUE COLLAR %	WHITE COLLAR %	$15K AND UNDER %	$15-25K %	$25-35K %	$35-50K %	$50K AND OVER %	MARRIED FOR 1ST TIME %	MARRIED BEFORE %	DIVORCED/ SEPARATED %	LIVE-INS %	5 AND UNDER %	6-11 %	12-16 %	17-18 %
Base:	3001	661	554	367	547	743	633	582	442	390	1755	532	167	171	435	584	504	197
1	36	39	40	42	44	37	40	34	38	29	36	36	55	25	54	47	44	39
2	35	48	42	39	42	20	34	44	45	49	37	32	19	50	38	42	42	39
3	7	8	10	13	5	3	8	10	7	10	5	5	5	13	3	4	7	12
4 or more	3	2	4	3	3	1	2	3	4	3	1	1	3	5	1	1	*	2
None	19	3	4	4	6	39	15	9	6	8	20	26	18	7	4	6	7	9
Not sure	*	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-
Unweighted Base	3001	823	521	321	577	551	614	612	528	502	1848	530	174	157	460	664	582	214

TABLE 17

HOW MANY PART-TIME WORKERS IN HOUSEHOLD

Q.5a - How many people in this household work part-time?

	TOTAL %
Base:	2997
1	22
2	5
3	1
4 or more	*
None	73
Not sure	*
Unweighted Base	2997

TABLE 18

HOW MANY HAVE MORE THAN ONE JOB

Q.5c - How many people in this household have more than one job?

	TOTAL %
Base:	2995
1	11
2	2
3	*
4 or more	*
None	86
Not sure	*
Unweighted Base	2996

TABLE 19

WHO IS HEAD OF HOUSEHOLD

Q.5d - Who in this household is the head of the household -- yourself, your spouse, your parents, or someone else, or are the head of household duties shared equally?

		EDUCATION			RACE		
	TOTAL	HIGH SCHOOL OR LESS	COLLEGE GRADUATE	POST GRADUATE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%
Base:	3001	1959	828	210	2500	324	177
Yourself	31	30	31	42	29	37	41
Spouse/live in	17	19	15	8	17	13	18
Your parents	10	10	11	2	8	21	12
Head of household duties shared equally	41	40	41	48	43	28	26
Other	1	2	1	1	1	1	2
Not sure	*	*	*	-	*	-	-
Unweighted Base	3001	1524	1150	324	2565	236	200

TABLE 20

WHO DECIDES WHERE MONEY IS SPENT

Q.5e - In your household, who decides where the money is spent -- yourself, your spouse, your parents, or someone else, or are the head of household duties shared equally?

	TOTAL %
Base:	3001
You	14
Spouse/live in	3
Both	69
Each decides where own salary goes	10
Other	4
Not applicable	*
Not sure	*
Unweighted Base	3001

TABLE 21

WOULD LIKE TO BE CURRENTLY EMPLOYED

Q.5f - If you had your choice, would you prefer to be working now, or not?

		AGE			
	TOTAL %	UNDER 30 %	30-49 %	50-64 %	65 AND OVER %
Base:	3001	874	1063	589	463
Working	65	72	71	60	42
Not working	34	27	28	38	55
Not sure	1	1	1	2	3
Unweighted Base	3001	7021	354	593	337

TABLE 22

MARITAL STATUS

Q.6a - What is your current marital status -- are you married for the first time, married after being widowed, married after being divorced, separated, widowed, divorced, or living with someone but not married?

		AGE				EDUCATION			RACE			CHILDREN UNDER 18		
	TOTAL %	UNDER 30 %	30-49 %	50-64 %	65 AND OVER %	HIGH SCHOOL OR LESS %	COLLEGE GRADUATE %	POST GRADUATE %	WHITE %	BLACK %	HISPANIC %	MALE HEAD %	FEMALE HEAD %	SHARED HEAD %
Base:	3000	874	1063	589	463	1959	827	210	2499	324	177	556	201	487
Married for first time	58	43	62	67	69	56	60	71	61	41	54	77	18	74
Married after being widowed	3	*	1	6	7	3	2	2	3	4	1	1	1	2
Married after being divorced	12	4	18	14	10	12	12	13	12	11	14	14	11	19
Separated	2	2	2	1	1	2	1	1	1	3	3	*	13	1
Widowed	3	-	1	6	10	4	2	1	3	4	2	-	10	-
Divorced	4	2	7	3	1	4	4	4	3	7	4	3	29	*
Living with someone but not married	6	12	4	2	1	6	6	3	5	7	9	4	6	2
Single	12	35	4	1	2	13	13	5	11	23	12	*	10	1
Other	*	1	*	-	-	*	*	*	*	1	-	-	1	-
Not sure	*	-	-	-	-	*	-	-	*	-	-	-	-	-
Unweighted Base	3000	702	1353	593	337	1524	1149	324	2564	236	200	623	215	549

TABLE 23

MARITAL STATUS

Q.6a - What is your current marital status -- are you married for the first time, married after being widowed, married after being divorced, separated, widowed, divorced, or living with someone but not married?

		INCOME					HAVE CHILDREN 18 AND UNDER			
	TOTAL %	$15K AND UNDER %	$15-25K %	$25-35K %	$35-50K %	$50K AND OVER %	5 AND UNDER %	6-11 %	12-16 %	17-18 %
Base:	3000	743	633	581	442	390	435	584	504	197
Married for first time	58	50	58	63	65	64	76	65	59	59
Married after being widowed	3	3	2	2	3	2	2	2	1	2
Married after being divorced	12	10	12	12	13	16	9	18	20	13
Separated	2	4	1	1	1	*	3	3	4	5
Widowed	3	6	3	1	1	-	*	1	3	3
Divorced	4	7	6	3	2	1	2	5	9	8
Living with someone but not married	6	6	7	5	5	6	6	3	2	2
Single	12	15	11	12	9	9	3	2	2	7
Other	*	-	*	-	1	1	*	*	*	-
Not sure	*	-	-	-	-	-	-	-	-	-
Unweighted Base	3000	551	614	611	528	502	460	664	582	214

TABLE 24

CHILDREN UNDER 18 AT HOME

Q.6b - Are you the parent or guardian of any children under 18 living there in your household with you?

	TOTAL %
Base:	2998
Have children under 18 living there	42
Do not have children under 18 at home	58
Not sure	*
Unweighted Base	2998

TABLE 25

HOW MANY CHILDREN UNDER 18 AT HOME

Q.6c - How many children under 18 do you have?
Base: Have children under 18 living in household.

	TOTAL %
Base:	1255
1	40
2	39
3	14
4	4
5 or more	2
Refused	-
Unweighted Base	1388

TABLE 26

MALE CHILD AGE

Q.6e - What is the age of the male child?
Base: Have children in household.

	TOTAL %
Base:	1075
Under 2	10
2 - 3	13
4 - 5	13
6 - 8	20
9 - 11	16
12 - 14	17
15 - 16	13
17 - 18	10
19 and over	22
Refused	1
Unweighted Base	1178

TABLE 27

FEMALE CHILD AGE

Q.6e - What is the age of the female child?
Base: Have children in household.

	TOTAL %
Base:	1029
Under 2	14
2 - 3	11
4 - 5	15
6 - 8	15
9 - 11	17
12 - 14	16
15 - 16	12
17 - 18	9
19 and over	22
Refused	1
Unweighted Base	1112

TABLE 28

CHILDRENS' RESPONSIBILITIES
(SUMMARY)

Q.6f - In your family,....
Base: Have children under 18 years of age living in household.

	DO %	DO NOT %	NOT SURE %
Does your child/do your children know how to do household chores	78	21	*
Does your child/do your children have definite household duties and responsibilities	71	28	*
Does your child/do your children know how to prepare simple meals	64	35	*
Is your child/are your children on their own much more than you were when you were growing up	31	66	2
Do you have older children who look after younger ones	30	70	*

TABLE 29

THOUGHTS ON HAVING CHILDREN
(SUMMARY)

Q.6g - Now, please tell me if you agree or disagree with each of the following statements.
Base: Have children under 18 years of age living in household.

	AGREE %	DISAGREE %	NOT SURE %
With good day care centers, preschool classes, and housekeepers, both parents can work full time and raise children at the same time	65	33	1
Before I had children, I did not realize how much I would have to give up in order to raise them as well as I would like to	61	38	1
A family isn't really a family without kids	58	39	2
It's best to have children early, so you can have some time to yourself after they grow up	58	38	3
A home without children can be as equally fulfilling as one with children	48	48	3

TABLE 29 (continued)

THOUGHTS ON HAVING CHILDREN
(SUMMARY)

Q.6g - Now, please tell me if you agree or disagree with each of the following statements.
Base: Have children under 18 years of age living in household.

	AGREE %	DISAGREE %	NOT SURE %
With both parents working and doing other things, it's a different world, so children should be raised in a different way from the way I was raised	46	51	2
You should work hard when you're young and put off having children until you have enough time and money to raise them properly	38	60	1
Having children is a full-time responsibility, it's wrong for both parents to work	32	64	3

TABLE 30

IDEAL NUMBER OF CHILDREN (HAVE CHILDREN AT HOME)

Q.6h - What would you say is the ideal number of children
a family should have?
Base: Have children under 18 years of age living in household.

		AGE				RACE			CHILDREN UNDER 18		
	TOTAL	UNDER 30	30-49	50-64	65 AND OVER	WHITE	BLACK	HISPANIC	MALE HEAD	FEMALE HEAD	SHARED HEAD
	%	%	%	%	%	%	%	%	%	%	%
Base:	1253	370	773	93	13	992	166	95	528	193	485
1	2	4	2	2	-	2	3	2	2	3	2
2	55	52	59	43	20	58	44	47	53	54	57
3	23	29	20	27	18	24	23	21	23	22	24
4	9	7	10	10	44	7	18	19	11	11	7
5	2	3	1	-	-	1	5	3	2	2	1
6	1	*	1	3	-	1	1	-	1	1	*
7	*	*	*	-	-	*	-	-	*	-	-
8 or more	1	1	*	1	-	1	-	-	1	-	1
mean	2.5	2.6	2.5	2.8	3.3	2.5	2.8	2.7	2.6	2.6	2.5
median	1.8	1.8	1.8	2.0	3.1	1.8	2.0	1.9	1.8	1.8	1.8
None	*	1	*	-	-	*	-	1	*	*	*
It depends	6	2	6	13	18	6	6	7	6	6	6
Not sure	1	*	1	2	-	1	-	1	1	1	1
Unweighted Base	1385	301	982	87	9	1140	134	111	596	206	549

TABLE 31

HOW MANY CHILDREN PARENTS HAD (HAVE CHILDREN AT HOME)

Q.6i - How many children did your parents have (in your own immediate family)?
Base: Have children under 18 years of age living in household.

	TOTAL %
Base:	1253
1	6
2	15
3	21
4	17
5	12
6	7
7	7
8 or more	14
mean	4.4
None	1
It depends	-
Not sure	*
Unweighted Base	1386

TABLE 32

HOPES FOR CHILDREN
(SUMMARY)

Q.6j - Now let me ask you about your feelings and hopes for your own children. Do you....?
Base: Have children under 18 years of age living in household.

	DO	DO NOT	NOT SURE
	%	%	%
Hope they will find a happy, normal family life	99	*	*
Hope they will have kids any parent would be proud of	98	1	1
Hope they will be well-liked and have a lot of friends	97	1	1
Hope they will go on to do things you never did	94	4	2
Think your children inherited their parents good looks	90	6	3
Think they have inherited your good character	89	6	5
Feel they have inherited your better talents and skills	81	10	9
Just hope they end up doing whatever they want to do	80	18	2
Hope they will grow up to make a lot of money	78	17	4
Hope they have a lifestyle much like your own	64	33	2

TABLE 33

FREE SPIRIT OR MATERIAL SUCCESS

Q.6k - If you had to choose, would you rather see your child....?
Base: Have children under 18 years of age living in household.

	TOTAL %
Base:	1253
Be a highly creative free spirit who will do what he or she really wants to do	48
----- or -----	
Learn a work ethic that will ensure material success later on in life	48
Not sure	3
Unweighted Base	1386

TABLE 34

MORAL SENSE OR MATERIAL SUCCESS

Q.61 - If you had to choose, would you rather see your child....?
Base: Have children under 18 years of age living in household.

	TOTAL %
Base:	1253
Develop a deep sense of strict moral behavior	69
----- or -----	
Learn to take advantage of economic opportunities to become a big material success	27
Not sure	3
Unweighted Base	1386

TABLE 35

FREE SPIRIT OR MORAL SENSE

Q.6m - If you had to choose, would you rather see your child....?
Base: Have children under 18 years of age living in household.

	TOTAL %
Base:	1253
Be a highly creative free spirit who will do what he or she really wants to do	44
----- or -----	
Develop a deep sense of strict moral behavior	51
Not sure	5
Unweighted Base	1386

TABLE 36

DREAMS AND ASPIRATIONS FOR CHILDREN
(SUMMARY)

Q.6n - Now let me ask you about some other feelings and hopes some people have for their children. Do you....?
Base: Have children under 18 years of age living in household.

	DO	DO NOT	NOT SURE
	%	%	%
Above all, want them to learn to think for themselves	99	*	*
Just want them to be normal, happy people, free from too much stress and worry	96	2	1
Hope they learn to care deeply about those who cannot fend for themselves	96	2	1
Hope they will learn the basics and a tough discipline	94	4	2
Want to expose them to a choice of values so they can end up making their own value and moral choices	93	5	1

TABLE 36 (continued)

DREAMS AND ASPIRATIONS FOR CHILDREN
(SUMMARY)

Q.6n - Now let me ask you about some other feelings and hopes some people have for their children. Do you....?
Base: Have children under 18 years of age living in household.

	DO	DO NOT	NOT SURE
	%	%	%
Want them to have a strong sense of wanting to do more for their fellow man rather than to make it big for themselves	88	8	3
Hope they value more nonmaterial than material things	87	10	2
Hope they'll want to work for an end to discrimination against women and racial minorities	87	11	2
Want them to learn to walk the straight and narrow	84	13	3
Hope they become God-fearing, strictly moral people	79	17	4

TABLE 37

EDUCATIONAL EXPECTATIONS FOR CHILDREN

Q.6o - Do you expect that your child (children) will end up going to college?
Base: Have children under 18 years of age living in household.

	TOTAL %
Base:	1253
Expect will go to college	86
Do not expect to go to college	10
Not sure	4
Unweighted Base	1385

TABLE 38

FINANCING COLLEGE EDUCATIONS

Q.6p - Will you be able to finance your child's college education yourself, or will you need a great deal of financial help, or only a little help

Base: Have children under 18 years of age living in household and expect them to go to college.

		EDUCATION			RACE			CHILDREN UNDER 18		
	TOTAL	HIGH SCHOOL OR LESS	COLLEGE GRADUATE	POST GRADUATE	WHITE	BLACK	HISPANIC	MALE HEAD	FEMALE HEAD	SHARED HEAD
	%	%	%	%	%	%	%	%	%	%
Base:	1077	618	364	95	842	154	81	447	168	425
Can finance education yourself	22	18	26	38	24	17	12	26	8	24
Great deal of financial help	26	29	22	17	23	42	29	22	48	21
Need only a little help	50	51	49	44	51	38	55	50	41	53
Not sure	2	2	3	1	2	3	4	3	3	2
Unweighted Base	1224	529	543	152	1001	125	98	516	186	492

TABLE 39

FINANCING COLLEGE EDUCATIONS

Q.6p - Will you be able to finance your child's college education yourself, or will you need a great deal of financial help, or only a little help

Base: Have children under 18 years of age living in household and expect them to go to college.

		INCOME						HAVE CHILDREN 18 AND UNDER			
	TOTAL	$15K AND UNDER	$15-25K	$25-35K	$35-50K	$50K AND OVER	BOTH SPOUSES WORK	5 AND UNDER	6-11	12-16	17-18
	%	%	%	%	%	%	%	%	%	%	%
Base:	1077	223	236	224	203	155	522	387	510	422	136
Can finance education yourself	22	10	13	21	25	51	24	28	20	19	15
Great deal of financial help	26	44	36	21	13	10	25	21	26	31	35
Need only a little help	50	45	49	56	60	38	50	50	51	49	48
Not sure	2	2	3	3	2	2	2	2	3	1	3
Unweighted Base	1224	188	246	261	270	217	596	419	590	506	157

TABLE 40

CHILDREN GETTING GOOD GRADES

Q.6q - Do you feel that it will be very difficult for your child to obtain the grades necessary to get into a good college, somewhat difficult, not very difficult, or easy to get the grades?

Base: Have children under 18 years of age living in household and expect them to go to college.

	TOTAL %
Base:	1076
Very difficult	2
Somewhat difficult	25
Not very difficult	38
Easy	31
Not sure	4
Unweighted Base	1223

TABLE 41

SCHOOLS PROVIDING PROPER EDUCATION

Q.6r - Do you feel the schools your children (will) go to can provide your child with a proper education to be fully prepared for college, or are you concerned about their school doing the job?

Base: Have children under 18 years of age living in household and expect them to go to college.

	TOTAL %
Base:	1076
Feel school can do it	64
Concerned about school doing the job	35
Not sure	2
Unweighted Base	1223

TABLE 42

PUBLIC OR PRIVATE SCHOOL EDUCATION

Q.6s - Are you sending (do you plan to send) your children to the public schools, parochial schools, or private schools?
Base: Have children under 18 years of age living in household.

	TOTAL %
Base:	1253
Public schools	79
Parochial schools	9
Private schools	13
Other	1
Not sure	2
Unweighted Base	1386

TABLE 43

CONCERNS FOR CHILDREN
(SUMMARY)

Q.6t - Now let me ask you how concerned you are about these problems that some parents have said they worry about for their children. For your own child, are you concerned, or not concerned about....?
Base: Have children under 18 years of age living in household.

	CONCERNED %	NOT CONCERNED %	NOT SURE %
How my child is treated as an individual	83	16	*
Use of illicit drugs	81	18	*
Use of alcoholic beverages	79	20	*
Sexual promiscuity	78	20	1
Making the wrong kind of friends	76	23	*
Learning how to avoid pregnancy	76	23	*
Finding inspirational teachers	74	24	1
Not spending enough time studying	70	28	1
Too much watching of television	70	30	*
How to learn to concentrate	67	32	*

TABLE 43 (continued)

CONCERNS FOR CHILDREN
(SUMMARY)

Q.6t - Now let me ask you how concerned you are about these problems that some parents have said they worry about for their children. For your own child, are you concerned, or not concerned about....?
Base: Have children under 18 years of age living in household.

	CONCERNED %	NOT CONCERNED %	NOT SURE %
Dropping out of school	64	35	*
How to learn to think for oneself	63	36	*
Making close friends while growing up	59	40	*
Excessive competition for good grades	50	48	1

TABLE 44

PROBLEMS PARENTS ARE MOST WORRIED ABOUT THEMSELVES

Q.6u - If you had to choose from that list of concerns the one or two that most concern you, which would you choose?
Base: Have children under 18 years of age living in household.

	TOTAL %
Base:	1250
Use of illicit drugs	58
Use of alcoholic beverages	22
Sexual promiscuity	14
Finding inspirational teachers	11
Making the wrong kind of friends	11
How to learn to think for oneself	10
Learning how to avoid pregnancy	7
Dropping out of school	7
Too much watching of television	7
How my child is treated as an individual	6
Not spending enough time studying	5
Making close friends while growing up	4
Excessive competition for good grades	4
How to learn to concentrate	4
None/Not Sure	6
Unweighted Base	1382

TABLE 45

WHO PARENTS TURN TO FIRST FOR HELP

Q.6v - As a parent, who do you look to for help in managing to raise your children the way you want to. If you had to choose one, who would you turn to most for help?
Base: Have children under 18 years of age living in household.

	TOTAL %
Base:	1252
Your child's teacher	7
Your minister, priest, or rabbi	18
Your children's doctor	3
A school psychologist	4
A psychiatrist	1
Other family members	62
Other	3
Not sure	1
Unweighted Base	1383

TABLE 46

WHO PARENTS TURN TO NEXT FOR HELP

Q.6w - As a parent, who do you look to for help in managing to raise your children the way you want to. If you had to choose one, who would you turn to next?
Base: Have children under 18 years of age living in household.

	TOTAL %
Base:	1244
Your child's teacher	24
Your minister, priest, or rabbi	26
Your children's doctor	11
A school psychologist	11
A psychiatrist	4
Other family members	13
Other	4
Not sure	7
Unweighted Base	1376

TABLE 47

REASONS DON'T WANT CHILDREN

Q.7e - What are the main reasons why you might not want to have any children?

Base: Do not have children under 18 living in household and do not plan to have any.

		AGE			
	TOTAL %	UNDER 30 %	30-49 %	50-64 %	65 AND OVER %
Base:	1074	86	168	414	399
Age/too old/have had my family	81	-	59	92	95
Economic factor	5	27	9	2	2
Medical problems	3	1	10	2	1
Unmarried/gay	2	15	2	*	1
Career person/need freedom	1	6	2	-	-
Too much responsibility	1	6	1	-	*
Quality of life/ world conditions	1	5	2	*	-
Not interested/don't like kids	1	1	3	-	-
Any other mentions	3	22	5	1	-
Don't know/refused	4	15	8	3	1
Unweighted Base	1005	66	215	423	294

TABLE 48

HOPES FOR CHILDREN
(SUMMARY)

Q.7f - Now let me ask you about some of the feelings and hopes some people have for their children. Do you....?

Base: Have children under 18 years of age living in household or plan to have.

	DO %	DO NOT %	NOT SURE %
Above all, want them to learn to think for themselves	99	*	*
Want to expose them to a choice of values so they can end up making their own value and moral choices	96	3	1
Just want them to be normal, happy people, free from too much stress and worry	95	3	1
Hope they learn to care deeply about those who cannot fend for themselves	94	4	1
Hope they will learn the basics and a tough discipline	92	7	2
Hope they value more nonmaterial than material things	85	10	4
Hope they'll want to work for an end to discrimination against women and racial minorities	85	12	3
Want them to have a strong sense of wanting to do more for their fellow man rather than to make it big for themselves	84	12	3
Want them to learn to walk the straight and narrow	84	12	3
Hope they become God-fearing, strictly moral people	72	23	4

TABLE 49

CONCERNS FOR CHILDREN
(SUMMARY)

Q.7g - Now let me ask you how concerned you are about these problems that some parents have said they worry about for their children. For your own child, are you concerned, or not concerned about....?
Base: Have children 18 years of age living in household or plan to have.

	CONCERNED %	NOT CONCERNED %	NOT SURE %
How my child is treated as an individual	93	6	1
Learning how to avoid pregnancy	89	11	1
Use of illicit drugs	87	12	1
Making the wrong kind of friends	87	12	1
How to learn to think for oneself	86	13	*
How to learn to concentrate	85	14	1
Finding inspirational teachers	85	14	1
Dropping out of school	85	14	1
Use of alcoholic beverages	85	14	1
Sexual promiscuity	82	16	2
Not spending enough time studying	82	17	1
Making close friends while growing up	79	20	1
Too much watching of television	74	25	1
Excessive competition for good grades	60	39	1

TABLE 50

PROBLEMS MOST LIKELY TO BE WORRIED ABOUT

Q.7h - If you had to choose from that list of concerns the one or two that most concern you, which would you choose?
Base: Have children under 18 living in household or plan to have.

	TOTAL %
Base:	625
Use of illicit drugs	57
Use of alcoholic beverages	22
How to learn to think for oneself	20
Making the wrong kind of friends	11
Dropping out of school	10
Sexual promiscuity	10
How my child is treated as an individual	7
Making close friends while growing up	7
Learning how to avoid pregnancy	7
Finding inspirational teachers	7
Not spending enough time studying	4
Too much watching of television	4
How to learn to concentrate	3
Excessive competition for good grades	3
None/Not Sure	8
Unweighted Base	565

TABLE 51

THE MOST MEMORABLE MOMENT

Q.8a - Among those moments when a very young child is developing, which two or three do you think would mean most to you?

	TOTAL %
Base:	2999
The first step taken to walk as a baby	59
The first words spoken	51
The first day of school	42
Coming home from school with a good report card	31
The first time they could read	16
Growing up to be a pretty girl or a handsome boy	12
The first friend they make	12
Having a wonderful birthday party	8
None	1
Not sure	2
Unweighted Base	2998

TABLE 52

WHAT MEANS THE MOST

Q.8b - Among those things that parents say they remember most about their children, which one go you think would mean most to you?

	TOTAL %
Base:	3000
Discovering God and deep religious meaning	25
Demonstrating an ability to think for himself or herself	21
Getting into a good school or college	15
Graduation day	9
Getting a good job that can mean economic success	8
Getting married to a fine boy or girl	6
An incident that brought out a real sense of integrity	6
Showing outstanding creative ability in music, performing writing, or in painting or drawing	4
Winning an important victory in a sports event	2
Finding a boy friend or girl friend you like	2
None	1
Not sure	1
Unweighted Base	3000

TABLE 53

SECOND MOST MEANINGFUL THING

Q.8c - Among those things that parents say they remember most about their children, which one would next mean most to you?

	TOTAL %
Base:	3000
Getting into a good school or college	16
Demonstrating an ability to think for himself or herself	15
Getting married to a fine boy or girl	14
Getting a good job that can mean economic success	12
Discovering God and deep religious meaning	10
Graduation day	10
An incident that brought out a real sense of integrity	7
Showing outstanding creative ability in music, performing writing, or in painting or drawing	6
Finding a boy friend or girl friend you like	3
Winning an important victory in a sports event	3
None	2
Not sure	2
Unweighted Base	3000

TABLE 54

THIRD MOST MEANINGFUL THING

Q.8d - Among those things that parents say they remember most about their children, which one would next mean most to you?

	TOTAL %
Base:	2994
Getting married to a fine boy or girl	14
Getting into a good school or college	12
Getting a good job that can mean economic success	12
Demonstrating an ability to think for himself or herself	12
Discovering God and deep religious meaning	8
Showing outstanding creative ability in music, performing writing, or in painting or drawing	8
Graduation day	6
An incident that brought out a real sense of integrity	6
Winning an important victory in a sports event	4
Finding a boy friend or girl friend you like	4
None	7
Not sure	8
Unweighted Base	2994

TABLE 55

ASPECTS OF FAMILY LIFE THAT MEAN THE MOST

Q.8e - If you had to say, what two or three things do you feel mean most to you about your family life -- those things that make it all worth while, worth the troubles and the tension, the pains and the struggles?

	TOTAL %
Base:	2997
Love/caring	23
Togetherness, closeness	23
Time spent together; shared activities/fun times	14
Supportiveness/stand behind/depend on	12
Faith in God/Christian life	9
Good marriage	8
Happiness/a happy home	8
Communication	7
Compatibility/getting along	6
Good health	6
Seeing children grow to be good/ moral responsible adults	6
Sharing	6
Economic stability/able to provide	6
Watching children grow up/develop	5
Understanding	4
Seeing children succeed/accomplish	4
Overcoming problems/bad times	3
Respect	3
Companionship	3

TABLE 55 (continued)

ASPECTS OF FAMILY LIFE THAT MEAN THE MOST

Q.8e - If you had to say, what two or three things do you feel mean most to you about your family life -- those things that make it all worth while, worth the troubles and the tension, the pains and the struggles?

	TOTAL %
Base:	2997
Grandchildren	3
The children/kids	2
Seeing children married/ with families of their own	2
Trust	2
Sense of accomplishment/jobs well done	2
Security	2
Seeing children get education/get good grades	2
Responsible for development of child's character/morals	2
Friendship	1
Family is always there/will always be there	1
Having a home/house	1
Seeing children get good jobs	1
Sharing goals/working together to meet goals	1
Seeing children grow up to be happy	1
Integrity	1
Contentment	1
Seeing children independent/self sufficient	1
Any other mentions	8
Don't know/no answer	6
Unweighted Base	2997

TABLE 56

HOW MUCH FAMILY WOULD BE MISSED

Q.8f - Suppose things were very different for you and you didn't have a family. Would you miss your family very much, quite a lot, some but not a lot, or not much at all?

	TOTAL %
Base:	3001
Very much	71
Quite a lot	20
Some but not a lot	4
Not much at all	4
Not sure	2
Unweighted Base	3001

TABLE 57

IF I DIDN'T HAVE A FAMILY, I'D MISS THAT CERTAINTY

Q.8g - Now let me ask you about some things that people have told us they would miss if they did not have a family. For each, tell me if you would miss that very much, some but not a lot, only a little, or not much at all?
....Just the certainty that no matter what else happens in the world, the family is there....

	TOTAL %
Base:	3000
Very much	90
Some but not a lot	7
Only a little	1
Not much	1
Not sure	1
Unweighted Base	3000

TABLE 58

IF DIDN'T HAVE A FAMILY, WOULD MISS
(SUMMARY)

Q.8g - Now let me ask you about some things that people have told us they would miss if they did not have a family. For each, tell me if you would miss that very much, some but not a lot, only a little, or not much at all?

	VERY MUCH %	BUT NOT A LOT %	ONLY A LITTLE %	NOT MUCH %	NOT SURE %
The close bonds of love between family members	91	6	1	1	*
Just the certainty that no matter what else happens in the world, the family is there	90	7	1	1	1
Living out life together with my family (wife, husband)	88	8	1	2	1
The fun experiences together as a family	87	10	1	1	*
Watching the kids grow up	86	7	1	2	3
Just having people to go home to	85	10	2	3	*
Enduring the sorrows as well as the joys	66	21	5	7	2
Surviving serious crises together	62	20	7	9	2
The family arguments and spats	21	22	15	39	2

TABLE 58

IF DIDN'T HAVE A FAMILY, WOULD MISS (SUMMARY)

Q.8g - Now let me ask you about some things that people have told us they would miss if they did not have a family. For each, tell me if you would miss that very much, some but not a lot, only a little, or not much at all?

	VERY MUCH	BUT NOT A LOT	ONLY A LITTLE	NOT MUCH	NOT SURE
	%	%	%	%	%
The close bonds of love between family members	91	6	1	1	*
Just the certainty that no matter what else happens in the world, the family is there	90	7	1	1	1
Living out life together with my family (wife, husband)	88	8	1	2	1
The fun experiences together as a family	87	10	1	1	*
Watching the kids grow up	86	7	1	2	3
Just having people to go home to	85	10	2	3	*
Enduring the sorrows as well as the joys	66	21	5	7	2
Surviving serious crises together	62	20	7	9	2
The family arguments and spats	21	22	15	39	2

SECTION IV: TECHNICAL APPENDIX

The first Philip Morris Family Survey study was conducted by telephone using a CATI (Computer Assisted Telephone Interviewing) system among a nationwide cross-section of 3,001 adults aged 18 and over screened to only include those households where two or more people live who are related either by blood, by marriage, adoption, or who are living together as a couple. The interviewing was conducted from February 13 through March 9, 1987.

All Louis Harris and Associates' telephone surveys are based on a national sample of the civilian population (18 years of age and older) of the United States. Those living in Alaska and Hawaii are not represented, nor are those in prisons, hospitals, or religious and educational institutions, unless such individuals have their own outside phone line. Samples are based on the Census Bureau's adult population figures for each state in the country. These figures are updated by intercensal estimates produced annually by the Census Bureau, and sample locations are selected biennially to reflect changes in the country's demographic and geographic profile.

National samples are stratified on two dimensions -- geographic region and metropolitan versus nonmetropolitan residence. Stratification ensures that the sample will reflect, within 1%, those living in different regions of the country and those living in SMSA's and non-SMSA's. Within each stratum, the selection of the primary sampling unit (PSU) is achieved through multistage, unclustered sampling. Each PSU yields one interview. First states, then counties, and then minor civil divisions are selected, with probability of selection proportionate to Census Bureau estimates of their respective populations.

Random Digit Dialing

Louis Harris and Associates employs a random-digit-dialing procedure to select households with primary sampling units. Random digit dialing is a significant improvement over previously used techniques, extending the potential coverage rate to almost 95% of the United States population.

Unless some method of random digit dialing is used, telephone samples must be drawn directly from published lists. However, since the population of unlisted phone number subscribers is large and demographically dissimilar to subscribers with listed phone numbers, reliance on telephone directories alone yields seriously biased samples. For this reason, using published phone listings as the universe is inadequate for telephone surveys and inferior to using random digit dialing.

The use of a random-digit-dialing method offers other important advantages:

- The sample is highly representative.
- Unlisted telephone numbers have the same probability of inclusion in the sample as listed numbers. This is particularly important in reaching both high income and minority populations.
- Respondents are geographically dispersed, rather than clustered.
- Households with multiple phone listings have the same probability of inclusion in the sample as households with a single phone listing.

Sample Development

Virtually all of the hundreds of national telephone surveys conducted by the Harris organization each year are based on a modified, stratified, random-digit, dialing method. In addition, Harris telephone surveys use a stratified area-probability approach rather than a single-stage sample.

There are three important advantages to using an area-probability approach:

- It allows greater stratification of the population (Harris samples have twelve strata).
- It allows comparisons with Census Bureau data and other published demographic information that have a geographic base.
- It is compatible with sampling for in-person interviewing, thus providing greater versatility in study design.

The sample is developed in a multistage process. First, a listing is constructed of the latest estimates of the adult population of every state with each region in rank order, then a running cumulative total of gross sums is produced. Next, a skip factor is calculated as t/n, where t is the adult population of the stratum and n is the number of sample points needed. Then a random number, Ψ, smaller than the skip factor, is selected. Beginning with the random number Ψ, the sample points are then assigned according to where the numbers Ψ, $(\Psi + t/n)$, $(\Psi + 2\,t/n)$, $(\psi + 3\,t/n)$... $(\psi + (n-1)\,(t/n)$ fall on the running cumulative total of the adult population within that stratum. This same procedure is applied to each state within each region to form PSUs.

At the next stage of selection, one telephone number for each PSU is randomly selected from the updated Harris library of telephone directories. The selected numbers are then altered by dropping the last two digits (or occasionally the last digit in rural areas) and replacing them with randomly selected two-digit numbers. As many randomly selected two-digit numbers as needed are successively appended until a working residential number is reached or until an interview is completed in each PSU. Technically, this method of sampling produces an epsem sample of all published banks.

Stratification of Telephone Sample

The core telephone exchanges are stratified by two variables -- geographic region and place of residence. The United States is divided into four regions, as follows:

1. East: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia, and West Virginia.
2. South: Virginia, North Carolina, South Carolina, Florida, Georgia, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma.
3. Midwest: Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, Kansas, Nebraska, South Dakota, and North Dakota.
4. West: Montana, Wyoming, Colorado, New Mexico, Arizona, Utah, Idaho, Nevada, California, Oregon, and Washington.

We also use three categories for place of residence:

1. Central City: Every place defined by the Census Bureau as a central city of a Standard Metropolitan Statistical Area.

2. Rest of Metropolitan Area: Every place that is not a central city but is within SMSA boundaries.

3. Outside Metropolitan Area: Every place that is not included in any of the other two categories.

We then define each place of residence category within each region as a stratum.

Control of the Sample

In order to maintain reliability and integrity in the sample, the telephone field staff follows these procedures when a respondent contact is attempted:

-- A nonanswering telephone is dialed two more times over a three-day period. At the end of this time, if no contact is made, a new telephone number is generated for that PSU.

-- If a business telephone is reached or if contact is made with a household in which a potential respondent presents a language barrier, a new telephone number is generated for the PSU.

-- Once a residential contact is established, the interviewer uses a respondent selection procedure to designate someone in the household for the interview.

Respondent Selection

Within each household contacted for the survey, the interviewer uses a respondent selection procedure to determine which adult member of the household will be interviewed. Under the standardized procedure, the interviewer asks for one of the following household members, in order of priority: (1) youngest adult male at home; (2) next youngest adult male at home; (3) youngest adult female at home; or (4) next youngest adult female at home. This procedure results in a good distribution of respondents by sex and age. It also avoids automatically accepting as a respondent the adult in the household who routinely answers the phone.

Callback Strategy

In order to attain the highest possible response rates within reasonable cost constraints, callbacks are made according to the following guidelines:

No Answer/Not-at-Home: An initial call and then two callbacks to reach an adult member of the household. Callbacks are made on different days and at different times of the day. After the third call, the household is replaced by another number in that PSU.

Refusals: One callback to try to convert any designated respondent who has refused or terminated an interview. If after the conversion attempt the designated respondent still declines the interview, another household is selected in the PSU.

Unavailable Respondents: An initial call and two callbacks to reach the designated member of the household. If after the third call the respondent is still not available for the interview, another household is selected in that PSU.

Busy Signals: An initial call, a followup fifteen minutes later, and two callbacks to reach a member of the household. Callbacks are made on different days and at different times of the day. If the telephone is still busy after the fourth call, a new number is selected in that PSU and the household is replaced.

Weighting

National public cross sections are weighted to the Census Bureau's latest population parameters on sex, race, age, and education. This adjusts these key variables, where necessary, to their actual proportions in the population.

All surveys tend to under represent to some extent the most disadvantaged stratum of society due to the inherent difficulty of reaching them. Weighting of data by race and education serves to correct any such under representation and to assure that final results are fully projectable.

Sampling Error

The results achieved from national public cross sections are subject to sampling error. Sampling error is defined as the difference between the results obtained from the sample and those that would have been obtained had the entire population been surveyed. The size of sampling error varies both with the size of the sample and with the percentage giving a particular answer. The following table sets forth the range of error in samples of different sizes at different percentages of response:

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF PROPORTIONS (PLUS OR MINUS)

Sampling Tolerance (at 95% Confidence Level)
To Use in Evaluating Any Individual Percentage Result

	Approximate Magnitude of Results				
Approximate Sample Size of Any Group Asked Question on Which Survey Result Is Based	Survey Percentage Result at 10% or 90%	Survey Percentage Result at 20% or 80%	Survey Percentage Result at 30% or 70%	Survey Percentage Result at 40% or 60%	Survey Percentage Result at 50%
1,250	2	2	3	3	3
1,000	2	3	3	3	3
500	3	4	4	4	4
300	3	5	5	6	6
200	4	6	6	7	7
100	6	8	9	10	10
50	8	11	13	14	14

For example, if the response for a sample size of 1,000 is 30%, in 95 cases out of 100 the response in the total population would be between 27% and 33%.

Note that survey results based on subgroups of small size can be subject to large sampling error.

The recommended allowances for sampling error were calculated based on a simple random sample.

Sample Disposition

The following table provides a disposition of all telephone numbers called:

DISPOSITION OF ALL TELEPHONE NUMBERS CALLED FOR THE PHILIP MORRIS FAMILY SURVEY

Completed Interviews	3,001
Reached but Not Completed	
Respondent refused altogether	1,623
Respondent terminated interview once begun	125
Callbacks Incomplete	
Callback agreed to, but respondent could not complete it by the end of field period	1,006
Screen Outs	
Respondent did not meet criteria of living in a household where two or more people live who are related by blood, by marriage, or adoption. or who are living together as a couple	1,188
No Reachable Respondent	
Never any answer/always busy	2,415
Phone number not in service	3,990
Phone number is a business	1,040
Unavailable due to language; no English-speaker in household	187
Everyone reported to be unavailable due to health	201
Miscellaneous	
Duplicate numbers, etc.	118
TOTAL OF TELEPHONE NUMBERS CALLED	14,894

SECTION V: THE QUESTIONNAIRE

LOUIS HARRIS AND ASSOCIATES, INC.
630 Fifth Avenue
New York, New York 10111

/ FOR OFFICE USE ONLY:
/
/ Questionnaire No.:__________
/
/__________ - __________5-6-7-8

Study No. 861011-Revised

Date February 18, 1987

Sample Point No./ / / / / / / / /
10-11-12-13-14-15-16-17

Time Started:______________A.M./P.M.

Interviewer:______________________________ I.D. No.:________ Date:______________

Area Code: ______________Telephone No.: ______________________________
(18-27)

Hello. I'm ____________ from Louis Harris and Associates, the national survey research firm in New York. We are conducting an important national survey about important issues facing the public today and would like to ask you some questions.

(FAMILY SCREEN)

S1. Are you 18 years of age or older? (IF NO, ASK IF ANYONE IN HOUSEHOLD IS 18 YEARS OLD OR OLDER AND ASK TO SPEAK WITH THAT PERSON. IF NO ONE IN HOUSEHOLD IS 18 OR OLDER, SCREEN OUT.)

Yes.........__________(CONTINUE WITH QUESTIONNAIRE)
No..........__________(ASK FOR SOMEONE 18 OR OVER)
Refused.....__________(REFUSAL)

S2. Are there two or more people living here who are related by blood, by marriage, or adoption, or are living together as a couple?

Yes, there are......______(ASK Q.S3)
No, are not.........______(NONELIGIBLE)
Refused.............______(REFUSAL)

S3. We want to speak with the youngest (male/female/person) 18 and over in this household, who lives here most of the year. (NOTE: IN THE CASE OF STUDENTS, TAKE THOSE WHO ESSENTIALLY LIVE AT HOME AND GO TO SCHOOL, BUT NOT THOSE WHO ARE NOT HOME MOST OF THE YEAR).

BE SURE TO GET YOUNGEST ADULT AVAILABLE

1a. How are things going for you and your family these days -- very well, pretty well, pretty badly, or very badly? RECORD BELOW

1b. And how do you feel things are going in the country these days -- very well, pretty well, pretty badly, or very badly? RECORD BELOW

	Q.1a. Family	Q.1b. Country
Very well	(28(____-1	(29(____-1
Pretty well	____-2	____-2
Pretty badly	____-3	____-3
Very badly	____-4	____-4
Not sure	____-5	____-5

1c. Compared with a year ago, would you say your family's present standard of living is better now, worse, or about the same as it was then?

Better now	(30(____-1
Worse	____-2
About the same	____-3
Not sure	____-4

2a.. Now let me ask you to rate the extent to which you are satisfied with various things that affect people's lives. Would you say you are highly satisfied, somewhat satisfied, not very satisfied, or not at all satisfied with (READ EACH ITEM)?

ROTATE -- START AT "X"	Highly Satisfied	Somewhat Satisfied	Not Very Satisfied	Not At All Satisfied	Not Sure
( ) 1. Being able to establish the way of life you want	(31(____-1	____-2	____-3	____-4	____-5
( ) 2. Your purchasing power	(32(____-1	____-2	____-3	____-4	____-5
( ) 3. The economic outlook for your family	(33(____-1	____-2	____-3	____-4	____-5
( ) 4. Having the kind of home you want	(34(____-1	____-2	____-3	____-4	____-5
( ) 5. The political leadership in the country	(35(____-1	____-2	____-3	____-4	____-5
( ) 6. The time you have to spend with your family or close friends	(36(____-1	____-2	____-3	____-4	____-5
( ) 7. The kind of world your children will inherit	(37(____-1	____-2	____-3	____-4	____-5
( ) 8. The economic outlook for the country	(38(____-1	____-2	____-3	____-4	____-5
( ) 9. The satisfaction you get from your job	(39(____-1	____-2	____-3	____-4	____-5
( ) 10. Having a circle of family and friends that you feel comfortable with	(40(____-1	____-2	____-3	____-4	____-5
( ) 11. The balance in your life between work and leisure	(41(____-1	____-2	____-3	____-4	____-5

2b. Now let me ask you, in general, if you had to say, would you say your own family life is better than it was when you were growing up in your parents' home, worse, or not much different?

Better..............(42(____-1
Worse...................____-2
Not much different......____-3
Not sure................____-4

2c. Now I want to ask you about some more things that affect people's lives. I want you to keep in mind your own immediate family. Would you say you are satisfied or not satisfied with (READ EACH ITEM)?

ROTATE -- START AT "X"	Satisfied	Not Satisfied	Not Applicable	Not Sure
( ) 1. The time you have to spend doing things that are just plain chores.......	(43(____-1	____-2	____-3	____-4
( ) 2. The time you have for pleasurable activities..............................	(44(____-1	____-2	____-3	____-4
( ) 3. The quality of your relationship with your spouse or the person you live with.............................	(45(____-1	____-2	____-3	____-4
( ) 4. The quality of your relationship with your children, if you have any.....	(46(____-1	____-2	____-3	____-4
( ) 5. How work is shared around the house.....	(47(____-1	____-2	____-3	____-4
( ) 6. How family finances are managed.........	(48(____-1	____-2	____-3	____-4
( ) 7. The way the interests of each family member are respected by others..........	(49(____-1	____-2	____-3	____-4
( ) 8. The way people rally behind other family members in a crisis..............	(50(____-1	____-2	____-3	____-4
( ) 9. The extent to which pleasures in family life outweigh troubles...........	(51(____-1	____-2	____-3	____-4
( ) 10. How many more "up" than "down" moments there are in family life........	(52(____-1	____-2	____-3	____-4
( ) 11. How able you are to make ends meet......	(53(____-1	____-2	____-3	____-4
( ) 12. Worrying about paying for essentials....	(54(____-1	____-2	____-3	____-4
( ) 13. The amount of hours you have to put in at work...............................	(55(____-1	____-2	____-3	____-4

3a. Now I'd like to ask you some questions about how you spend your time. Do you find that on the whole you have more time to do the things you have to do than you did a few years ago, less time, or just about the same amount of time as you had then? RECORD BELOW

3b. Do you find that you have more time to do the things you want to do -- the kinds of things that are really important to you -- than you did a few years ago, less time, or just about the same amount of time as you had then? RECORD BELOW

	Q.3a. Have to Do	Q.3b Want to Do
More time.............	(56(____-1	(57(____-1
Less time.................	____-2	____-2
About same time..........	____-3	____-3
Not sure..................	____-4	____-4

3c. Where do you have the most problems in finding sufficient time -- is it in connection with your job, your work around the house, in the amount of time you spend on school work,or in your leisure-time activities?

Job...................	(58(____-1
Work around house..........	____-2
School work...............	____-3
Leisure time activities....	____-4
Not sure..................	____-5

4. For each of the following household activities, please tell me if you mainly do it yourself, do other people in your house generally do it, is the activity generally shared with others, or do you use outside help? READ EACH ITEM

DO NOT ROTATE LIST	Your-self	Other People	Shared	Outside Help	Not Applicable (Vol.)	Not Sure
1. Cooking......................	(59(____-1	____-2	____-3	____-4	____-5	____-6
2. Painting and doing minor things around the house.......	(60(____-1	____-2	____-3	____-4	____-5	____-6
3. Working in the yard or garden.	(61(____-1	____-2	____-3	____-4	____-5	____-6
4. Cleaning house................	(62(____-1	____-2	____-3	____-4	____-5	____-6
5. Shopping for food.............	(63(____-1	____-2	____-3	____-4	____-5	____-6
6. Shopping for furniture and major household items..........	(64(____-1	____-2	____-3	____-4	____-5	____-6
7. Deciding how to decorate the house......................	(65(____-1	____-2	____-3	____-4	____-5	____-6
8. Paying the bills and keeping records......................	(66(____-1	____-2	____-3	____-4	____-5	____-6
9. Deciding on whether to make major purchases...............	(67(____-1	____-2	____-3	____-4	____-5	____-6
10. Deciding where to go out for entertainment together........	(68(____-1	____-2	____-3	____-4	____-5	____-6
11. Deciding on major vacation trips......................	(69(____-1	____-2	____-3	____-4	____-5	____-6
12. What food will be served at meals......................	(70(____-1	____-2	____-3	____-4	____-5	____-6
13. When meals will be served.....	(71(____-1	____-2	____-3	____-4	____-5	____-6

5a. Including yourself, how many people in this household work full-time? RECORD BELOW

5b. And how many work part time? RECORD BELOW

5c. And how many have more than one job? RECORD BELOW

	Q.5a Full Time	Q.5b Part Time	Q.5c More than One Job
1...............................	(72(____-1	(73(____-1	(74(____-1
2...............................	____-2	____-2	____-2
3...............................	____-3	____-3	____-3
4 or more.......................	____-4	____-4	____-4
None............................	____-5	____-5	____-5
Not sure........................	____-6	____-6	____-6

5d. Who in this household is the head of the household -- yourself, your spouse, your parents, or someone else, or are the head of household duties shared equally?

Yourself.....................(75(____-1
Spouse/live in.....................____-2
Your parents.......................____-3
Head of household duties shared
  equally..........................____-4
Other (vol.).......................____-5
Not sure...........................____-6

5e. In your household, who decides where the money is spent -- you, your spouse (or live in), both of you together, or do you each decide where your own salary goes?

You............................(76(____-1
Spouse/live in.......................____-2
Both.................................____-3
Each decides where own salary goes....____-4
Other (vol.).........................____-5
Not applicable (vol.)................____-6
Not sure.............................____-7

5f. If you had your choice, would you prefer to be working now, or not?

Working......................(77(____-1
Not working........................____-2
Not sure...........................____-3

6a. Now, tell me, what is your current marital status -- are you married for the first time, married after being widowed, married after being divorced, separated, widowed, divorced, or living with someone but not married?

1. Married for first time.....(78(____-1
2. Married after being widowed....____-2
3. Married after being divorced...____-3
4. Separated.....................____-4
5. Widowed.......................____-5
6. Divorced......................____-6
7. Living with someone but not married.......................____-7
8. Single (vol.).................____-8
9. Other (vol.)..................____-9

Not sure.......................____-0

6b. Are you the parent or guardian of any children under 18 living there in your household with you?

Have children under 18 living there.......(79(____-1 (CONTINUE WITH Q.6c)

Do not have children under 18 at home.........____-2 (SKIP to Q.6d)
Not sure.....................................____-3

6c. How many children under 18 do you have?

1.............(80(____-1
2.................____-2
3.................____-3
4.................____-4
5 or more.........____-5
Refused...........____-6

6d. Do you have any children 18 or older living in the household, or not?

Have children over 18.....2*(10(____-1

No children over 18............____-2
Refused........................____-3

IF NO CHILDREN IN HOUSEHOLD IN Q.6b OR 6d, SKIP TO Q.7a
6e. What is the sex and age of each child? MULTIPLE RECORD BELOW

	Male	Female
Under 2..........	(11(____-1	(12(____-1
2-3..............	____-2	____-2
4-5..............	____-3	____-3
6-8..............	____-4	____-4
9-11.............	____-5	____-5
12-14............	____-6	____-6
15-16............	____-7	____-7
17-18............	____-8	____-8
19 and over......	____-9	____-9

(IF NO CHILDREN UNDER 18 IN HOUSEHOLD, SKIP TO Q.7a)

6F. In your family, (READ EACH ITEM) or not?

DO NOT ROTATE	Do	Do Not	Not Sure
1. Do you have older children who look after younger ones.......(13(	____-1	____-2	____-3
2. Does your child/do your children know how to prepare simple meals...(14(	____-1	____-2	____-3
3. Does your child/do your children know how to do household chores...(15(	____-1	____-2	____-3
4. Does your child/do your children have definite household duties and responsibilities........................(16(	____-1	____-2	____-3
5. Is your child/are your children on their own much more than you were when you were growing up..................(17(	____-1	____-2	____-3

6g. Now, please tell me if you agree or disagree with each of the following statements.
READ EACH STATEMENT -- RECORD BELOW

ROTATE -- START AT "X"	Agree	Disagree	Not Sure
( ) 1. Before I had children, I did not realize how much I would have to give up in order to raise them as well as I would like to.........................(18(	____-1	____-2	____-3
( ) 2. It's best to have children early, so you can have some time to yourself after they grow up...........(19(	____-1	____-2	____-3
( ) 3. A family isn't really a family without kids........(20(	____-1	____-2	____-3
( ) 4. With good day care centers, preschool classes, and housekeepers, both parents can work full time and raise children at the same time................(21(	____-1	____-2	____-3
( ) 5. With both parents working and doing other things, it's a different world, so children should be raised in a different way from the way I was raised.......(22(	____-1	____-2	____-3
( ) 6. Having children is a full-time responsibility; it's wrong for both parents to work................(23(	____-1	____-2	____-3
( ) 7. You should work hard when you're young and put off having children until you have enough time and money to raise them properly......................(24(	____-1	____-2	____-3
( ) 8. A home without children can be as equally fulfilling as one with children..................(25(	____-1	____-2	____-3

6h. What would you say is the ideal number of children a family should have? RECORD BELOW

6i. How many children did your parents have (in your own immediate family)? RECORD BELOW

	Q.6h. Ideal Number	Q.6i. Parents Had
1........................	(26(____-1	(27(____-1
2........................	____-2	____-2
3........................	____-3	____-3
4........................	____-4	____-4
5........................	____-5	____-5
6........................	____-6	____-6
7........................	____-7	____-7
8 or more................	____-8	____-8
None.....................	____-9	____-9
It depends...............	____-0	____-0
Not sure.................	____-x	____-x

6j. Now let me ask you about your feelings and hopes for your own children. Do you (READ EACH ITEM) or not?

ROTATE -- START AT "X"	Do	Do Not	Not Sure
( ) 1. Think your children inherited their parents good looks....	(28(____-1	____-2	____-3
( ) 2. Feel they have inherited your better talents and skills...	(29(____-1	____-2	____-3
( ) 3. Think they have inherited your good character............	(30(____-1	____-2	____-3
( ) 4. Hope they will go on to do things you never did..........	(31(____-1	____-2	____-3
( ) 5. Hope they have a lifestyle much like your own............	(32(____-1	____-2	____-3
( ) 6. Hope they will find a happy, normal family life..........	(33(____-1	____-2	____-3
( ) 7. Hope they will be well-liked and have a lot of friends....	(34(____-1	____-2	____-3
( ) 8. Hope they will grow up to make a lot of money............	(35(____-1	____-2	____-3
( ) 9. Hope they will have kids any parent would be proud of.....	(36(____-1	____-2	____-3
( )10. Just hope they end up doing whatever they want to do......	(37(____-1	____-2	____-3

ROTATE Q.6k, 6L, and 6m -- START AT "X"

( ) 6k. If you had to choose, would you rather see your child ... ROTATE -- START AT "X"

( ) Be a highly creative free spirit who will
do what he or she really wants to do?.................(38(____-1

------ OR ------

( ) Learn a work ethic that will ensure material
success later on in life?...................................____-2

Not sure...____-3

( ) 6L. If you had to choose, would you rather see your child ... ROTATE -- START AT "X"

( ) Develop a deep sense of strict moral behavior?........(39(____-1

------ OR ------

( ) Learn to take advantage of economic
opportunities to become a big material success?...........____-2

Not sure...____-3

( ) 6m. If you had to choose, would you rather see your child ... ROTATE -- START AT "X"

( ) Be a highly creative free spirit who will
do what he or she really wants to do?.................(40(____-1

------ OR ------

( ) Develop a deep sense of strict moral behavior?............____-2

Not sure...____-3

6n. Now let me ask you about some other feelings and hopes some people have for their children. Do you (READ EACH ITEM) or not?

ROTATE -- START AT "X"

Item	Do	Do Not	Not Sure
( ) 1. Hope they value more nonmaterial than material things...	(41(___-1	___-2	___-3
( ) 2. Hope they will learn the basics and a tough discipline..	(42(___-1	___-2	___-3
( ) 3. Want them to learn to walk the straight and narrow......	(43(___-1	___-2	___-3
( ) 4. Hope they become God-fearing, strictly moral people.....	(44(___-1	___-2	___-3
( ) 5. Above all, want them to learn to think for themselves...	(45(___-1	___-2	___-3
( ) 6. Want to expose them to a choice of values so they can end up making their own value and moral choices.........	(46(___-1	___-2	___-3
( ) 7. Want them to have a strong sense of wanting to do more for their fellow man rather than to make it big for themselves..	(47(___-1	___-2	___-3
( ) 8. Hope they learn to care deeply about those who cannot fend for themselves..................................	(48(___-1	___-2	___-3
( ) 9. Hope they'll want to work for an end to discrimination against women and racial minorities.....................	(49(___-1	___-2	___-3
( ) 10. Just want them to be normal, happy people, free from too much stress and worry..............................	(50(___-1	___-2	___-3

6o. Do you expect that your child (children) will end up going to college or not?

Expect will go to college..........(51(___-1 (ASK Q.6p)

Do not expect to go to college.........___-2 (SKIP TO Q.6s)
Not sure...............................___-3

6p. Will you be able to finance your child's college education yourself, or will you need a great deal of financial help, or only a little help?

Can finance education yourself......(52(___-1
Great deal of financial help............___-2
Need only a little help.................___-3
Not sure................................___-4

6q. Do you feel that it will be very difficult for your child to obtain the grades necessary to get into a good college, somewhat difficult, not very difficult, or easy to get the grades?

Very difficult......................(53(___-1
Somewhat difficult......................___-2
Not very difficult......................___-3
Easy....................................___-4
Not sure................................___-5

6r. Do you feel the schools your children (will) go to can provide your child with a proper education to be fully prepared for college, or are you concerned about their school doing the job?

Feel school can do it...............(54(___-1
Concerned about school doing the job......___-2
Not sure..................................___-3

6s. Are you sending (do you plan to send) your children to the public schools, parochial schools, or private schools? MULTIPLE RECORD

Public schools........................(55(____-1
Parochial schools..........................____-2
Private schools............................____-3
Other (vol.)...............................____-4
Not sure...................................____-5

6t. Now let me ask you how concerned you are about these problems that some parents have said they worry about for their children. For your own child, are you concerned, or not concerned about (READ EACH ITEM)? RECORD BELOW

6u. Now, if you had to choose from that list of concerns the one or two that most concern you, which would you choose? RECORD BELOW -- MULTIPLE RECORD

	Q.6t			Q.6u
ROTATE -- START AT "X"	Concerned	Not Concerned	Not Sure	Most Concerned
( ) 1. Excessive competition for good grades....	(56(____-1	____-2	____-3	(70(____-1
( ) 2. Making close friends while growing up....	(57(____-1	____-2	____-3	____-2
( ) 3. Finding inspirational teachers..........	(58(____-1	____-2	____-3	____-3
( ) 4. Too much watching of television.........	(59(____-1	____-2	____-3	____-4
( ) 5. How to learn to think for oneself.......	(60(____-1	____-2	____-3	____-5
( ) 6. How to learn to concentrate.............	(61(____-1	____-2	____-3	____-6
( ) 7. Use of illicit drugs....................	(62(____-1	____-2	____-3	____-7
( ) 8. Use of alcoholic beverages..............	(63(____-1	____-2	____-3	____-8
( ) 9. Sexual promiscuity......................	(64(____-1	____-2	____-3	____-9
( )10. Learning how to avoid pregnancy.........	(65(____-1	____-2	____-3	____-0
( )11. How my child is treated as an individual.	(66(____-[illegible]	____-2	____-3	(71(____-1
( )12. Not spending enough time studying.......	(67(____-1	____-2	____-3	____-2
( )13. Making the wrong kind of friends........	(68(____-1	____-2	____-3	____-3
( )14. Dropping out of school..................	(69(____-1	____-2	____-3	____-4
None/Not Sure...........................	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX			____-5

6v. Let me ask you as a parent, who do you look to for help in managing to raise your children the way you want to. If you had to choose one, who would you turn to most for help? READ LIST -- RECORD BELOW

6w. Now which one would you turn to next? RECORD BELOW

	Q.6v First	Q.6w Next	
Your child's teacher.............	(72(____-1	(73(____-1	
Your minister, priest, or rabbi.......	____-2	____-2	
Your children's doctor...............	____-3	____-3	
A school psychologist................	____-4	____-4	(SKIP TO Q.8a)
A psychiatrist.......................	____-5	____-5	
Other family members.................	____-6	____-6	
Other (vol.).........................	____-7	____-7	
Not sure.............................	____-8	____-8	

ASK Q.7 ONLY OF THOSE WHO DO NOT HAVE CHILDREN LIVING WITH THEM UNDER 18 IN Q.6b, SKIP OTHERS TO Q.8a.

7a. What would you say is the ideal number of children a family should have? RECORD BELOW

7b. How many children did your parents have (in your own immediate family)? RECORD BELOW

	Q.7a Ideal Number	Q.7b Parents Had
1.........................	(74(____-1	(75(____-1
2.........................	____-2	____-2
3.........................	____-3	____-3
4.........................	____-4	____-4
5.........................	____-5	____-5
6.........................	____-6	____-6
7.........................	____-7	____-7
8 or more.................	____-8	____-8
None......................	____-9	____-9
It depends................	____-0	____-0
Not sure..................	____-x	____-x

7c. Do you have any children of your own 18 years of age or under, or not?

Have children..............	(76(____-1	(SKIP TO Q.7F)
Do not have children...........	____-2	(ASK Q.7d)

7d. How many children do you intend to have?

1.........................	(77(____-1	
2.........................	____-2	
3.........................	____-3	
4.........................	____-4	(SKIP TO Q.7f)
5.........................	____-5	
6.........................	____-6	
7.........................	____-7	
8 or more.................	____-8	
None......................	____-9	
It depends................	____-0	(ASK Q.7e)
Not sure..................	____-x	

7e.What are the main reasons why you might not want to have any children? What others? What others?

____

____ (SKIP TO Q.8a)

____

____ (78-79)

ASK OF THOSE WHO HAVE CHILDREN IN Q.7c OR INTEND TO HAVE CHILDREN IN Q.7d -- OTHERS SKIP TO Q.8a

7f.Now let me ask you about some of the feelings and hopes some people have for their children. Do you (READ EACH ITEM) or not?

ROTATE -- START AT "X"

	Do	Do Not	Not Sure
( ) 1. Hope they value more nonmaterial than material things....(80(	___-1	___-2	___-3
( ) 2. Hope they will learn the basics and a tough discipline.3*(10(	___-1	___-2	___-3
( ) 3. Want them to learn to walk the straight and narrow.......(11(	___-1	___-2	___-3
( ) 4. Hope they become God-fearing, strictly moral people......(12(	___-1	___-2	___-3
( ) 5. Above all, want them to learn to think for themselves....(13(	___-1	___-2	___-3
( ) 6. Want to expose them to a choice of values so they can end up making their own value and moral choices..........(14(	___-1	___-2	___-3
( ) 7. Want them to have a strong sense of wanting to do more for their fellow man rather than to make it big for themselves..(15(	___-1	___-2	___-3
( ) 8. Hope they learn to care deeply about those who cannot fend for themselves..(16(	___-1	___-2	___-3
( ) 9. Hope they'll want to work for an end to discrimination against women and racial minorities......................(17(	___-1	___-2	___-3
( )10. Just want them to be normal, happy people, free from too much stress and worry.................................(18(	___-1	___-2	___-3

7g. Now let me ask you how concerned you are about these problems that some parents have said they worry about for their children. For your own children, are you concerned or not concerned about (READ EACH ITEM) RECORD BELOW

7h. Now, if you had to choose from that list of concerns the one or two that most concern you, which would you choose? RECORD BELOW -- MULTIPLE RECORD

ROTATE -- START AT "X"	Q.7g			Q.7h
	Concerned	Not Concerned	Not Sure	Most Concerned
( ) 1. Excessive competition for good grades.....	(19(___-1	___-2	___-3	(33(___-1
( ) 2. Making close friends while growing up.....	(20(___-1	___-2	___-3	___-2
( ) 3. Finding inspirational teachers............	(21(___-1	___-2	___-3	___-3
( ) 4. Too much watching of television...........	(22(___-1	___-2	___-3	___-4
( ) 5. How to learn to think for oneself.........	(23(___-1	___-2	___-3	___-5
( ) 6. How to learn to concentrate...............	(24(___-1	___-2	___-3	___-6
( ) 7. Use of illicit drugs......................	(25(___-1	___-2	___-3	___-7
( ) 8. Use of alcoholic beverages................	(26(___-1	___-2	___-3	___-8
( ) 9. Sexual promiscuity........................	(27(___-1	___-2	___-3	___-9
( )10. Learning to avoid pregnancy...............	(28(___-1	___-2	___-3	___-0
( )11. How my child treated as an individual.....	(29(___-1	___-2	___-3	(34(___-1
( )12. Not spending enough time studying.........	(30(___-1	___-2	___-3	___-2
( )13. Making the wrong kind of friends..........	(31(___-1	___-2	___-3	___-3
( )14. Dropping out of school....................	(32(___-1	___-2	___-3	___-4
None/ Not Sure..................................	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX			___-5

ASK EVERYONE

8a. Now let me read you another list of things that some parents say they remember most about their children while they were growing up. First, among those moments when a very young child is developing, which two or three do you think would mean most to you. READ LIST -- MULTIPLE RECORD BELOW

DO NOT ROTATE

1. The first step taken to walk as a baby....................(35(___-1
2. The first words spoken.................................___-2
3. The first friend they made.............................___-3
4. The first time they could read.........................___-4
5. The first day of school................................___-5
6. Coming home from school with a good report card........___-6
7. Having a wonderful birthday party......................___-7
8. Growing up to be a pretty girl or a handsome boy.......___-8
None...___-9
Not sure...___-0

8b. Now let me read you some other things that some parents say they remember most about their children were growing older. Among these things, from this list, which one do you think would mean most to you. READ LIST -- SINGLE RECORD BELOW

8c. Now which one would next mean most to you? RECORD BELOW

8d. And which one would next mean most to you? RECORD BELOW

DO NOT ROTATE	First	Next	Next
1. Finding a boy friend or girl friend you like.........	(36(____-1	(37(____-1	(38(____-1
2. Winning an important victory in a sports event...........	____-2	____-2	____-2
3. Getting into a good school or college.................	____-3	____-3	____-3
4. Demonstrating an ability to think for himself or herself..	____-4	____-4	____-4
5. Showing outstanding creative ability in music, performing writing, or in painting or drawing............	____-5	____-5	____-5
6. An incident that brought out a real sense of integrity...	____-6	____-6	____-6
7. Graduation day..	____-7	____-7	____-7
8. Getting married to a fine boy or girl..................	____-8	____-8	____-8
9. Getting a good job that can mean economic success........	____-9	____-9	____-9
10. Discovering God and deep religious meaning...............	____-0	____-0	____-0
None..	____-x	____-x	____-x
Not sure..	____-y	____-y	____-y

8e. If you had to say, what two or three things do you feel mean most to you about your family life -- those things that make it all worth while, worth the troubles and the tensions, the pains and the struggles? What others?

____(39-40)

____(41-42)

____(43-44)

____

____

____

8f. Now, suppose things were very different for you and you didn't have a family. Would you miss your family very much, quite a lot, some but not a lot, or not much at all?

Very much.............(45(____-1
Quite a lot...............____-2
Some but not a lot........____-3
Not much at all...........____-4
Not sure..................____-5

8g. Now let me ask you about some things that people have told us they would miss if they did not have a family. For each, tell me if you would miss that very much, some but not a lot, only a little, or not much at all?

ROTATE -- START AT "X"	Very Much	Some But Not A Lot	Only A Little	Not Much	Not Sure
( ) 1. Just having people to go home to..........	(46(___-1	___-2	___-3	___-4	___-5
( ) 2. The close bonds of love between family members................................	(47(___-1	___-2	___-3	___-4	___-5
( ) 3. The fun experiences together as a family..	(48(___-1	___-2	___-3	___-4	___-5
( ) 4. The family arguments and spats............	(49(___-1	___-2	___-3	___-4	___-5
( ) 5. Watching the kids grow up.................	(50(___-1	___-2	___-3	___-4	___-5
( ) 6. Surviving serious crises together.........	(51(___-1	___-2	___-3	___-4	___-5
( ) 7. Enduring the sorrows as well as the joys..	(52(___-1	___-2	___-3	___-4	___-5
( ) 8. Living out life together with my family (wife, husband)..........................	(53(___-1	___-2	___-3	___-4	___-5
( ) 9. Just the certainty that no matter what else happens in the world, the family is there................................	(54(___-1	___-2	___-3	___-4	___-5

F1. What type of work does the main wage earner of this household do?

ASK FOR JOB TITLE AND MAIN DUTIES -- DESCRIBE IN DETAIL:

Professional....................... ..(55(____-1
Manager, official.............................____-2
Proprietor (small business)...............____-3
Clerical worker...............................____-4
Sales worker...................................____-5
Skilled craftsmen, foreman.................____-6
Operative, unskilled laborer (except farm).____-7
Service worker.................................____-8
Farmer, farm manager, farm laborer.........____-9
Student...____-0
Housewife...............................(56(____-1
Military service.................................____-2
Unemployed.....................................____-3
Retired..____-4
Welfare...____-5
Disabled..____-6
Other (SPECIFY):

____...____-7
Not sure...____-8

F2. How old are you? IF HESITANT, READ LIST

18 to 20.......(57(____-1
21 to 24...........____-2
25 to 29...........____-3
30 to 34...........____-4
35 to 39...........____-5
40 to 44...........____-6
45 to 49...........____-7
50 to 64...........____-8
65 to 74...........____-9
75 and over........____-0
Not sure...........____-x

F3. What is the last year of school you have completed?

Less than high school (grades 1-11)...(58(____-1
High school graduate (grade 12)...........____-2
Some college (grades 13-15)...............____-3
College graduate (grade 16)...............____-4
Post graduate (grade 17 and over).........____-5
Not sure..................................____-6

F4. With which religious group do you identify? Would you describe yourself as Protestant, Catholic, Jewish, or what?

Protestant............(59(____-1

Catholic..................____-2
Jewish....................____-3
Other (SPECIFY):

________________________..____-4
None (vol.)...............____-5
Not sure..................____-6

INTERVIEWER NOTE:
CODE AS "PROTESTANT"
- Baptist
- "Born-Again"
- "Christian" (UNSPEC.)
- Church of Christ
- Congregational
- Episcopalian
- "Fundamentalist"
- Latter-Day Saint/Mormon
- Lutheran
- Methodist
- Pentecostal
- Presbyterian
- Unitarian

CODE AS "OTHER" AND SPECIFY:
- Christian Scientist
- Greek/Russian Orthodox
- Jehovah's Witness
- 7th Day Adventist

F5. How would you describe your own personal political philosophy -- conservative, middle-of-the-road, or liberal?

Conservative........(60(____-1
Middle-of-the-road......____-2
Liberal.................____-3
Not sure................____-4

F6a. Which of the following income categories best describes your total 1986 household income? Was it (READ LIST)?

$7,500 or less..........(61(____-1
$7,501 to $15,000...........____-2
$15,001 to $25,000..........____-3
$25,001 to $35,000..........____-4
$35,001 to $50,000..........____-5
$50,001 or over.............____-6
Not sure....................____-7

INTERVIEWER: TOTAL HOUSEHOLD INCOME BEFORE TAXES FROM ALL SOURCES -- IF UNSURE OF 1986 INCOME, PROBE FOR ESTIMATE

F6b. Do you own or rent your home?

Own.....................(62(____-1
Rent........................____-2
Other.......................____-3
Not sure....................____-4

F6c. Do you live in a single house, a multiple house, or an apartment?

Single house............(63(____-1
Multiple house..............____-2
Apartment...................____-3
Not sure....................____-4

F7a. Did you vote in the 1984 presidential election when just over half of the voters came out to vote, or didn't you get around to voting then?

Voted...............(64(____-1
Didn't get to vote......____-2
Not sure................____-3

F7b. Regardless of how you might vote, what do you usually consider yourself -- a Republican, a Democrat, and independent, or what?

Republican........(65(____-1
Democrat..............____-2
Independent...........____-3
Other (vol.)..........____-4
Not sure..............____-5

ASK Q.F8 IF "VOTED" IN Q.F7a

F8. In the 1984 election for president, did you vote for Reagan the Republican or for Mondale the Democrat?

Reagan...........(66(____-1
Mondale..............____-2
Other (vol.).........____-3
Not sure.............____-4

F9. Are you of Hispanic origin or descent, or not?

Yes, of Hispanic origin.......(67(____-1
No, not of Hispanic origin........____-2
Not sure..........................____-3

F10. Do you consider yourself white, black, Asian, or what?

White..........................(68(____-1
Black..............................____-2
Asian or Pacific Islander..........____-3
American Indian or Alaskan native...____-4
Not sure...........................____-5

FROM OBSERVATION: Respondent Sex

Male.............(69(_____-1
Female................_____-2

/70-80Z/

That completes the interview. Thank you very much for your cooperation!

TIME ENDED:__________A.M./P.M.